BROADCASTING

Published Semi-Monthly • Vol. 2 No. 8 WASHINGTON, D. C., APRIL 15, 1932 • $3.00 the Year 15c the Copy

THE NEWS MAGAZINE OF THE FIFTH ESTATE

BROADCAST COSTS

The number of present radio advertisers can be doubled in a single month by correcting the false impression of prohibitive broadcast costs.

It is possible to design electrical transcription broadcast schedules that match exactly the responsive sales areas only.

The adequacy and low costs of such a schedule are surprising. It is always welcome news to a prospective radio advertiser.

May we develop these facts for you?

ORIGINATORS AND PERFECTERS OF ELECTRICAL TRANSCRIPTIONS

NATIONAL RADIO ADVERTISING Inc.

New York: 120 West 42nd Street, Wisconsin 7-2391

Chicago: 410 N. Michigan Ave., Whitehall 4368 Detroit: 4-237 General Motors Bldg., Empire 8220

Hollywood: 6425 Hollywood Blvd.

XUM

15,262

Replies in 36 Hours . . To One Daytime Offer Over WBBM

MORNING and afternoon for more than three years, the "Beauty Chats" of E. Burnham, Inc.—world's oldest and largest retail beauty establishment—have been presented to the audience of the Air Theatre.

ON March 7th Burnham's decided to test this audience, for the first time, by a direct offer. One short announcement was made at 2:15 P. M. offering a certificate good for a jar of Burnham's Beauty Cream at any drug store. The offer was limited to twenty-four hours.

WITHIN thirty-six hours after the announcement was given 15,262 requests were received at the Mail Department of WBBM. Nine states were represented at follows:

Illinois (exclusive of Chicago)	3928	Iowa	334
Chicago	5330	Ohio	120
Wisconsin	2520	Missouri	7
Indiana	1579	Kansas	2
Michigan	1441	Kentucky	1

THE unusual responsiveness of the Air Theatre's daytime audience accounts to a large extent for the fact that WBBM carries more than twice as many daytime local commercial hours as its nearest competitor.

The Air Theatre ●

25,000 WATTS
389.4 METERS
CLEAR CHANNEL

WBBM CHICAGO

Western Key Station of the Columbia Broadcasting System

An Open Letter to Advertisers

FROM FIVE TO FIFTY KILOWATTS

WCCO will have in operation in the summer of 1932 one of the finest fifty kilowatt transmitters in the world - a masterpiece of Western Electric engineering. Installation has already started.

The service area of WCCO after this installation can only be estimated. In Minnesota, Wisconsin, Iowa, the Dakotas, Nebraska, eastern Montana and the peninsula of Michigan this new transmitter will establish a new standard of broadcast service.

However, the essential story of WCCO's commercial value will be unaltered. It is the story of service to a great community.

With the fifty kilowatts WCCO will continue to dominate the Twin Cities and the Northwest. In addition, it will reach the most remote corners of this rich and fertile area - sections where today no radio service is completely dependable.

This great Northwest territory is a region of enormous natural wealth; of courageous people, and of a prosperity deeply rooted into the earth itself.

With fifty kilowatts as with five, WCCO will devote itself to the service of the great Northwest.

NORTHWESTERN BROADCASTING, INCORPORATED
H. A. Bellows, President
E. H. Gammons, Vice President

With the

PRECISION *of a homing pigeon*

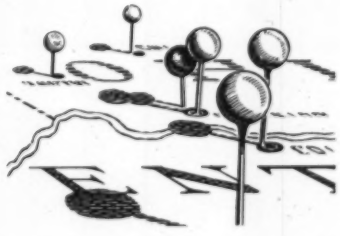
YOUR MESSAGE WILL GO HOME

Here is the World Broadcasting System's answer to one of the most urgent needs of business—lower cost of distribution. Multiple broadcasting using Western Electric Noiseless Recording gives *repeat* broadcasting at no extra cost. Over 125 stations equipped to broadcast by the latest Western Electric Method are available to choose from when building your multiple broadcasting chain over the World Broadcasting System:

New England	12 stations	North West	6 stations
Middle Atlantic	25 stations	South West	15 stations
South East	24 stations	Mountain	2 stations
Middle West	32 stations	Pacific	9 stations

Flexibility, single control, salesmanship multiplied in your chosen sales territories are the characteristics of this profitable, new method for broadcasting. And production by Western Electric Noiseless Recording gives the utmost distinction and prestige.

Ask for book of information: MULTIPLE BROADCASTING.



Let your map pins be your guide for radio broadcasting. This new system is selective. And it multiplies your broadcasting where you want it with no extra cost.

The clients of the World Broadcasting System have the advantage of a method of recording and broadcasting that is the outcome of six years' experiment in the Bell Laboratories.

Users of this System: Olds Motor, Frigidaire, Hupp Motor, Dutch Masters Cigars, Maxwell House Coffee, Chevrolet Motors, Oakland-Pontiac, Life Savers, Edna Wallace Hopper, Phillips' Dental Magnesia, Louis Philippe, Jocur Wave-set.

Western Electric

NOISELESS RECORDING

World Broadcasting System, Inc.

50 West 57th Street, New York City

179 King St., W., Toronto 6-242 General Motors Bldg., Detroit Baker Hotel, Dallas

SOUND STUDIOS OF NEW YORK, INC. (Subsidiary of World Broadcasting System, Inc.)

WESTERN ELECTRIC LICENSEE

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 2, NO. 8 | WASHINGTON, D. C. | APRIL 15, 1932 | $3.00 PER YEAR—15c A COPY

Copyright Fees Are Boosted 300 Per Cent

By SOL TAISHOFF

Society's New Yardstick Would Raise An Extra $2,500,000 By Adding 5 Per Cent Tax on Gross to Present Fees

E. C. Mills

DRASTIC upward revisions of the license fees assessed against broadcasting stations for use of copyrighted music, by which fees demanded would be increased more than 300 per cent to an annual figure of about $3,500,000, based on current broadcast income, is proposed by the American Society of Authors, Composers and Publishers in its long awaited "yardstick."

The terms, announced by E. Claude Mills, general manager, would become effective next June 1. They provide a 5 per cent "cut" on gross incomes from commercially sponsored non-network programs, plus a sustaining license fee approximately equivalent to the toll exacted under the present scheme, which is theoretically based on station power.

In the case of network programs, the 5 per cent on gross would be payable by the key stations, with two or more stations simultaneously broadcasting the same program considered as a network.

Having derived approximately $960,000 last year from its system of flat assessments, the Society plans to retain that revenue as a "sustaining" proposition, but to augment it with the 5 per cent tax. Mr. Mills explained in an interview with this writer that the total time sold last year grossed broadcasting stations between $50,000,000 and $60,000,000. Should the lower figure be equalled this year, it would mean payment of $2,500,000 to the Society, exclusive of the $1,000,000 expected as the "sustaining" license fee.

Would Examine Books

IN ADDITION, the Society demands the privilege of examining the books of broadcasters to ascertain that payments on the percentage basis are correct. In its proposal, accountings would be rendered by the tenth of each month, covering operations of the previous calendar months, on forms to be provided by the Society. Such accountings would be under oath, signed by a responsible officer of the station and "subject to audit during customary business hours."

Licenses would be issued for any portion or all of the period from June 1, 1932, to Dec. 31, 1935, subject to cancellation by the Society only in the event of breach of contract. All existing licenses will be continued at present rates until next June 1.

Mr. Mills announced that all representatives of the Society throughout the country have been advised of the new rates and will propose them individually to each station. The proposal was submitted to the National Association of Broadcasters in a letter which pointed out that it was reached only after more than a year of "careful study and many conferences with broadcasters individually, in groups and with their association."

The new system, Mr. Mills said, may seem drastic and naturally will not be satisfactory to all broadcasters. He declared that it places the greatest burden upon the networks, and is in conformity with the Society's policy of sharing in the revenues of copyright users who exploit the products of their owners for pecuniary gain.

Paul W. Morency, WTIC, Hartford, chairman of the NAB copyright committee, has called a meeting of his group to analyze the new yardstick. That it will not be acceptable is a foregone certainty. The reaction of leading figures in the industry, at first blush was that it is utterly unreasonable. It was said that it will sound the death knell of many stations still operating in the red, and will strike a body blow to the industry as a whole.

Held Only Course

MR. MILLS declared the Society is taking the only course left open to it. Legislative efforts to have the Society dissolved, he asserted, will not be seriously resisted because the individual authors and composers believe they can procure greater revenue by dealing individually or in small groups with stations, no matter how the law is revised. Such a turn of events, he declared, would cost the broadcasters dearly, because they would have to deal with more than 100 individual musical copyright owners besides numerous "phantom" owners. There is "unrest" among copyright owners because of the diminution in royalties collected by the Society. The moment the Society is disbanded, Mr. Mills threatened, all broadcasters will be placed in predicaments that will force them to pay far greater revenues to the copyright owners than contemplated in the new schedule.

Mr. Mills declared that the 5 per cent on gross fee was adopted by unanimous vote of the Society's board of directors and is "unalterable." Asked whether there was any room for negotiation, he asserted that the Society would be receptive to counter-propositions only insofar as the "sustaining" fee is concerned, but that it is "hopeless" to bargain for any deviation from the 5 per cent on gross stipulation.

Regarding the "sustaining" fee, Mr. Mills said the Society intends to reduce those charges from the existing scale in the cases of many small stations. He would not commit himself on the precise plan. The method of determining the amount of sustaining fee, he said, also is open to argument, with the Society willing to accept any "agreeable" plan.

No Plan From Radio

DECLARING that the new yardstick is designed to impose the least burden on the small station, Mr. Mills said the bulk of the increased revenue will be derived from those stations in best position to pay. Many small broadcasters, he continued, have informed the Society that they are willing to pay royalties based on their earning capacity, rather than an arbitrary figure. On the other hand, he said other broadcasters have objected to such a plan, with the result that since 1924, when the controversy first arose, the Society has been unable to obtain from the broadcasters, as a whole, any sort of a suggested plan that would be acceptable.

In his NAB letter, Mr. Mills asserted that it was only with difficulty that the Society worked out the new yardstick. One inevitable result of each interchange of thought with broadcasters, he said,

New Copyright Scale

(Proposed to Become Effective as of June 1, 1932)

SUSTAINING LICENSE:

"At approximately present rates, with such readjustments either upward or downward as will equalize the fee paid by stations operating under similar or equal conditions, taking into consideration power input, rate card, radio population and other pertinent factors, as and when any such existing inequalities are discovered. The sustaining license fee, upon an annual basis, to be payable in equal monthly installments, on or before the 10th of each month to cover the preceding month.

COMMERCIAL LICENSE:

"At 5% of the amounts charged for use of the facilities of the station in respect of all commercially sponsored non-network programs. In the case of network programs, the fee of 5% is payable by the key station, based upon the gross amount charged for use of broadcasting facilities. Two or more stations simultaneously broadcasting the same program to be considered as a network.

"Accountings to be rendered on or before the 10th of each month covering operation of the previous calendar month, on forms provided by the Society. Such accountings to be under oath, signed by a responsible officer of the operating company, and subject to audit during customary business hours.

"Licenses under the above terms will be issued for any portion or all of the period from June 1, 1932, to December 31, 1935, subject to cancellation by the Society only in event of breach thereof. All existing licenses will be continued at present rates until June 1, 1932."

has been "to make clearer the fact that no uniform rule or formulas possible of human conception will be satisfactory to all broadcasters."

"What suits one is unsuitable to another," Mr. Mills continued.

"We are therefore left no alternative but to bring this long pending matter to a conclusion by using the best judgment of which we are capable in establishing a formula and a rate which seems to us to be fairest to all concerned."

After setting forth the proposal, Mr. Mills concluded: "We sincerely hope that the broadcasters will cooperate with us in this endeavor to bring stability into the music situation as between a substantial group of the creators of musical works and themselves as users of music. In no way otherwise is it possible for the men and women who write the music upon privilege of the use of which the broadcaster depends for the very raw material making his commercial operation practicable, to be encouraged in continuing the exercise of their genius."

That it was the Society's intent to demand a "cut of gross incomes" together with a basic "sustaining" license fee was earlier this month reflected in propositions presented to stations whose licenses are about to expire and who had requested renewal terms. Through regional attorneys, several stations were notified that 5 per cent on gross would be demanded, payable monthly, plus the sustaining fee.

Legislation Pushed

MEANWHILE, Congress is forging ahead with its plans for new copyright legislation which for the first time would take up the cause of the broadcaster. While Congress is veering toward legislation that would curb the unfettered activities of the Society and other copyright pools, the Society obviously plans to get its increased toll while the legislative door is still open.

Copyright legislation at the current session of Congress is viewed as distinctly possible by informed observers. Chairman Sirovich, of the House Patents Committee, again has introduced his revised copyright bill, and the measure was favorably reported to the House April 5 as H. R. 10976 and placed on the calendar. The measure is the result of protracted hearings before the committee and is the last of a half dozen measures on the same subject introduced in the House during the last three months by Dr. Sirovich.

While the measure is considered far from perfect from the broadcasters' standpoint, it is viewed as a decided improvement over existing law. Henry A. Bellows, chairman of the NAB's executive committee, Louis G. Caldwell, special copyright counsel of NAB, and Philip G. Loucks, NAB managing director, have been watching the legislation constantly and are primarily responsible for those portions of the measure that protect the interests of the industry.

There will be no letting up, however, Mr. Bellows asserted, in the effort to have the bill perfected, once it becomes the order of business before the House. Mr. Bellows declared there are two glaring shortcomings in the bill, which will be vigorously attacked. One does not curb the activities of copyright pools, such as the Society, and the other would create a new copyright on phonograph records and thereby threaten the little station which is forced to use records with the payment of double tribute to so called copyright owners.

"The Sirovich bill is better than the existing law," Mr. Bellows asserted, "because of its much more satisfactory infringement clause, which sets up the sound doctrine that in determining damages for infringement, the amount currently paid for similar works should be considered." He referred to the provision of the bill which would reduce the minimum statutory damage for infringement from $250 per infringement to $50 and under certain cases of innocent infringement to $25.

"But the fact remains that it does not take into account the power of copyright pools as does the Senate bill (the Dill bill) under Section 21," Mr. Bellows continued. "The ideal provision would be one which would compel any copyright pool controlling any considerable group or class of copyrights to be limited in any action for infringement to the reasonable value of a license as granted by such pool under generally similar circumstances," he said. "For example, if it is shown that a pool licenses a hotel for $750 a year and another hotel of equivalent standing proceeds without a license, the pool, in an action against the latter for infringement, should be restricted to the assessment of the amount levied against the licensed hotel."

The phonograph record copyright provision is regarded as potentially serious to small stations. There is no dispute concerning the right of record manufacturers to copyright arrangements of selections, but there is decided opposition from broadcasters to the attempt to provide a special copyright on records, and thereby permit the assessment of double tribute against stations using such records.

As now written, the Sirovich bill provides that copyright protection be given phonograph records as such, separate from and in addition to the copyright in the musical composition recorded in the record. This means that the station playing a record would be liable both

(*Continued on page 20*)

New Tool in Advertising

Transcriptions Win Acclaim as World System Stages Unique Stunt for N. Y. Advertising Club

By MARTIN CODEL

A. J. Kendrick

ACCLAIMED as a "new tool in advertising," electrical transcriptions by the noiseless recording or "hill and dale" method excited the keen interest of a large audience of advertising men, publishers, business executives and printers who attended the unique demonstration staged before the New York Advertising Club April 6 by the World Broadcasting System.

So interesting and convincing was the demonstration that members of the audience besieged A. J. Kendrick, president of Sound Studios of New York, Inc., with inquiries when it was over. Mr. Kendrick was one of the principal speakers, discussing the growth of transcriptions as radio programs.

The unique part of the demonstration was that all of the speeches—and even some of the applause—were carried on transcriptions through an amplifier placed just before the dais on which the speakers themselves were seated. Many a chuckle was occasioned when the visible speaker, sitting smilingly at the table, was heard uttering words as natural as life without the slightest movement of his lips.

Fifteen transcriptions were used to convey the entire program. They were played on turntables in the World Broadcasting System's studios uptown, the voices being carried to the amplifier in the club dining room by remote control wires handled through the ERPI sound truck on the street just outside the club. This was deemed more convenient than bringing the entire equipment downtown.

Not a scratch or loss of frequency range was discernible in the entire demonstration. The continuity was brilliantly arranged, with proper interspersions of musical features, by Paul Meyer, the World System's recently appointed "Ambassador of Good Will," who was the club's chairman of the day. To this observer, the whole proceeding was convincing proof that the day of transcriptions has really "arrived," as Mr. Kendrick put it in his talk:

"To those who scoff, electrical transcriptions are 'canned programs.' To the more enlightened, they are 'records.' To the electrical and sound engineers, they are one of the greatest developments in radio broadcasting. And to the listening public, they are nothing more or less than radio programs."

On the dais and among the speakers and participants in the program, all of which had been recorded in advance at the World studios, were besides Mr. Kendrick and Mr. Meyer, Charles Murphy, president of the New York Advertising Club; Grover Whalen, nominee as next president of the club; H. B. le Quatte, president of Churchill-Hall Co.; H. G. Knox, and H. M. Wilcox, vice-presidents of ERPI; W. E. Harkness, production contract manager of ERPI; Adam Stein, jr., vice-president of World Broadcasting System; Philip Thompson, publicity director of Western Electric Co.; Ralph Trier, president of the New York Program Corp.; Frank Black, musical director; Clay Morgan, publicity director of the French Line; Emory Remington, president of the Advertising Glee Club, and Arthur Phillips, glee club director.

Manning the ERPI traveling laboratory were A. G. Searles, C. T. Hoopes, F. W. Nickerson and H. W. Miller, technicians.

Radio Advertising Topic of A. A. A. A.

Senator Dill and Rep. Davis Address Capital Session

BROADCAST advertising and the moot question of how far the sponsor of a broadcast program should go in selling his wares were slated for discussion from every angle at the annual convention of the American Association of Advertising Agencies in Washington April 14 and 15.

Scheduled to address the convention on this subject at its closing session were Senator Dill, (D.) of Washington, and Rep. Davis, (D.) of Tenn., chairman of the House Merchant Marine, Radio and Fisheries Committee. Both are leaders in radio legislation, and both have been identified with the resolution which led to the current comprehensive investigation of broadcasting now being made by the Radio Commission.

Deviating from its policy of confining its radio sessions to members, the A. A. A. A. plans an open forum on the subject this year. Following the addresses of the legislators, who are outspoken advocates of reform in commercial programs to eliminate blatancy, agency executives were prepared to express their views from the floor. More than 80 per cent of the sponsored national programs on the air are placed through agencies affiliated with the A. A. A. A.

Advertising agency officials were urged by the A. A. A. A. in a recent bulletin to cooperate with the Radio Commission in its investigation of broadcasting pursuant to the Dill-Couzens resolution. Questionnaires were sent by the Commission to all agencies handling radio accounts. The association pointed out that upon the evidence collected and submitted to the Senate, "the future broadcasting policy of our Government probably will be based" and added that the Commission's report is expected to serve as a basis for determining to what extent broadcasting by the American Plan is sound and in the public interest.

"There seems to be no question in the minds of the majority of our members that commercial credits can be made attractive and interesting in themselves by good showmanship and may be quite acceptable to the radio listeners, even though long," the bulletin stated. "How they are handled is more important than their frequency or length.

"Our committee on radio broadcasting believes that the future development of radio lies in this direction."

The convention opened April 14 with a guest session at which merchandising and distribution problems were discussed. The annual dinner was held the same evening, with entertainment provided by CBS.

Injuries Fatal

CLIVE MEREDITH, owner of WSYR, Syracuse, died in Albany hospital April 11 from injuries sustained when he was run over by a motor truck on the highway near Albany. He was crossing the highway to help a friend whose car was ditched when he was struck.

How to Reach Housewives Most Effectively

By HALSEY D. KELLOGG and ABNER G. WALTERS

Wharton School of Finance, University of Pennsylvania

Study of 900 Questionnaires Shows Purchases Are Made By 61.8 Per Cent of Listeners; Evening Hours Best

Halsey Kellogg

STUDIES of the general field of broadcasting and radio advertising are becoming specialized in order that a sponsor may be advised more specifically as to how best to reach a certain definite audience. This article, for example, analyzes the problem of reaching housewives. Based on an elaborate but painstaking survey, conducted by personal interviews, the conclusions point out the time and the programs which this class of listeners prefers. It goes further and defines the class on the basis of rural and urban environment.

SURVEYS of the general field of radio broadcasting have emphasized the need of further research work along lines pertaining to definite groups, each of which has a psychology that is particular to its members and differs in detail from the psychology of the public as a whole. This situation has given rise to special studies, each one concerned with the habits and reactions of a particular group and the interpretation of a correct approach to these groups from a merchandising standpoint.

This study has endeavored to discover the correct approach to the group of housewives who make up a large and important part of the radio public. The program sponsor should realize that the housewife in a majority of cases is the member of the family who has the most influence upon the family purchases and is the one who spends the greatest amount of time in the home. She is, therefore, the member of the family most easily reached by radio broadcasts. So through an understanding of housewife habits and reactions an appeal can be established which will yield remunerative results with less waste in efficiency.

This study, which is based upon 900 questionnaires answered by housewives in all parts of the country, attempts to show certain trends and conditions which will enable program sponsors more effectively to place their broadcasts before audiences of women.

The results obtained probably give a better picture of housewife habits and reactions in the middle Atlantic states than in other sections of the country. The reason for this lies in the fact that the majority of cities from which returns were received are located in the middle Atlantic group.

Accounts for Variations

THIS SURVEY has also endeavored, by a comparison of Philadelphia and Ashland, Pa., to give a rough idea of variations in the listening psychology of housewives in a large city and her sister in a small community.

The 900 questionnaires, which were answered through personal interviews, are regarded as representative of the housewife group in the deduction of broad general tendencies in so far as they correlate roughly with the trends obtained by the use of larger samples in other surveys made in the same general field.

In tabulating the results of the questionnaires it was found that they not only gave a rough picture of housewife reactions toward radio broadcasting but suggested other lines along which future studies could be developed with considerable profit; for example, a detailed study of differences in psychology between small towns and cities in relation to preferences in radio programs. A study of factors upon which to base advertising messages which endeavor to make a special appeal would also be valuable to program sponsors.

Undoubtedly such facts as are obtained on housewife program preferences, such as her objections to the present programs, the conditions under which she listens to the radio, programs which she would like to hear, the service which she has received from programs, and the products which she has consciously purchased because of radio influence, are necessary to the program sponsor in his effort to popularize his message. However, all these factors will fail to bring the desired results if the programs are not broadcast at the proper time.

Evening Hours Preferred

THE RESULTS obtained in this study tend to show that the evening hours are the best time to make an appeal to housewives. Ninety-five per cent of all the housewives listen to something during the various evenings. The hours from 7 to 10 o'clock are especially popular. Saturday evening has the lowest number of evening listeners because of competing forms of entertainment.

During the first five days of the week, Monday, Wednesday and Friday are the best evenings for the program sponsor to utilize. Monday is especially good. The housewives have been working hard during the day and therefore are in a mood for entertainment and relaxation during the evening.

Many housewives have an ample opportunity to listen to programs during the afternoon. The hours during which the majority listen are from 2 until 4 o'clock. In general the number of housewives who listen is about equal for any day except Sunday. The number of listeners between 2 and 3 o'clock on Monday afternoon is higher than on any other day except Sunday, but the other Monday afternoon listeners are few, so the entire afternoon load is about the same as the load on other week days.

Tuesday and Saturday afternoons have a slightly higher number of listeners than other week days. The increase on Tuesday afternoon may be due to relaxation after the customary duties of washing on Monday and ironing on Tuesday morning. The increase on Saturday afternoon is probably due to the fact that the majority of household duties are finished for the week and many business women have a free afternoon at this time.

During the morning hours the greatest number of housewives listen between 9 and 11 o'clock, as their early work has been done and they are not concerned with the preparation of lunch. Sunday has the highest percentage of morning listeners, while Saturday has the lowest. Monday has only a few more morning listeners than Saturday. These mornings are probably devoted to housework, Saturday in preparing for the weekend and Monday in washing and other housework.

Ranking of Hours

FROM the above discussion we find that in order as to the number of listeners, the periods of the day rank, evening first, mornings second and afternoons third.

Ashland and Philadelphia follow the general trends shown in the totals for listening loads. Ashland is slightly above the percentages for the totals for the greater part of the week, while Philadelphia is slightly below for the greatest portion of the time.

In deciding upon the correct period and hours of the day during which to broadcast, the hours during which it is impossible for the housewife to listen play an important part. No one wishes to have his program broadcast at an unsatisfactory time. The tendencies shown in this survey indicate that in general there are very few, if any, hours during the day when it is absolutely impossible for housewives to listen. It may be ventured as a possible explanation of this phenomenon that the average morning or afternoon program has not as yet succeeded in attaining the attractiveness of its evening counterparts. This, however, is

(*Continued on page 30*)

RADIO GRIDIRON—Col. Thad H. Brown, newly appointed Radio Commissioner, was guest of honor at a stag buffet supper at the Racquet Club, Washington, April 1, which was featured by a skit satirizing his confirmation hearing before the Senate Interstate Commerce Committee. Above are the perpetrators of the skit, standing, left to right, Paul M. Segal, Louis G. Caldwell, Eugene V. Cogley, Sol Taishoff, Howard Vesey (posing for Phil Loucks), Martin Codel; seated, (Senators) John W. Guider, Frank D. Scott, and Horace Lohnes and John M. Littlepage (as Col. Brown).

Newspapers Owning or Affiliated with Radio Stations . . .

APPROXIMATELY one-third of the broadcasting stations of the United States, Canada and the rest of North America are owned or controlled by or affiliated with newspapers, according to a newly revised list prepared by BROADCASTING from the best available records. Many of the tieups are simply for news flashes and promotional cooperation, but close to 100 stations are owned outright by or have corporate affiliations with newspapers. It will be noted that all of the Hearst newspapers, with the exception of the Syracuse Journal, have radio affiliates; that Hearst owns three stations; that the Scripps-Howard group owns at least one and has affiliations with several more. The following list is brought up to date from the original compilation published exclusively in the November 15, 1931, issue of BROADCASTING:

ARIZONA

KTAR, Phoenix—Owned by Phoenix Republic and Gazette.
KPJM, Prescott—Affiliated with Prescott Journal-Miner.
KVOA, Tucson—Affiliated with Tucson Citizen.

ARKANSAS

KARK, Little Rock—Owned by The Arkansas Farmer (weekly).
KCMC, Texarkana—Owned by D. W. Stevick, publisher of Texarkana Gazette and Champaign (Ill.) News-Gazette.

CALIFORNIA

KHJ, Los Angeles—Affiliated with Los Angeles Times (former owner).
KMTR, Los Angeles—Affiliated with Los Angeles Herald (Hearst).
KNX, Los Angeles—Affiliated with Los Angeles Express (former owner).
KFWB, Hollywood—Affiliated with Los Angeles Examiner (Hearst).
KFVD, Culver City—Affiliated with Los Angeles Record.
KELW, Burbank—Affiliated with Burbank Tribune.
KFOX, Long Beach—Affiliated with Long Beach Press-Telegram.
KPO, San Francisco—Owned jointly by San Francisco Chronicle and Hale Brothers (department store).
KFRC, San Francisco—Affiliated with San Francisco Call-Bulletin (Hearst).
KTAB, San Francisco—Affiliated with Oakland Post-Enquirer (Hearst).
KLX, Oakland—Owned and operated by Oakland Tribune.
KFBK, Sacramento—Owned by Sacramento Bee (McClatchy newspapers).
KMJ, Fresno—Owned by Fresno Bee (McClatchy newspapers).
KREG, Santa Ana—Affiliated (corporate) with and operated by Santa Ana Register.
KDB, Santa Barbara—Affiliated with Santa Barbara News.
KGDM, Stockton—Affiliated with Stockton Record.
KWG, Stockton—Owned by the Mcclatchy newspapers.
KMCS, Los Angeles—Affiliated (news) with Los Angeles Illustrated Daily News.
KERN, Bakersfield—Owned by McClatchy newspapers.

CONNECTICUT

WICC, Bridgeport—Affiliated (news) with Bridgeport Post-Telegram and Bridgeport Times-Star.

DELAWARE

WILM and WDEL, Wilmington—Affiliated (corporate) with Lancaster (Pa.) New Era and Intelligencer-Journal.

DISTRICT OF COLUMBIA

WRC, Washington — Affiliated with Washington Star; key station of National Radio Forum, conducted on NBC network by Washington Star.
WOL, Washington—Affiliated (news) with Washington Herald and Washington Times.

FLORIDA

WFLA-WSUN, Clearwater — Affiliated (corporate) with Clearwater Sun.
WDAE, Tampa—Owned by Tampa Times.
WIOD, Miami—Affiliated with Miami Herald.

GEORGIA

WSB, Atlanta—Owned by Atlanta Journal.
WGST, Atlanta — Affiliated (news) with Atlanta Constitution and Atlanta Georgian (Hearst).

IDAHO

KIDO, Boise—Affiliated with Boise Idaho Daily Statesman.

ILLINOIS

WGN, Chicago—Owned by Chicago Tribune.
KYW, Chicago—Operated by Chicago Herald & Examiner (Hearst) (under lease from Westinghouse Co.)
WAAF, Chicago—Owned by Chicago Daily Drovers Journal.
WBBM, Chicago — Affiliated (news) with Chicago Illustrated Times.
WGES, Chicago—Owned by The Oak Leaves, Oak Park, Ill.
WENR, Chicago — Affiliated (news) with Chicago American (Hearst).
WLS, Chicago—Owned by The Prairie Farmer.
WMAQ, Chicago—Owned jointly by Chicago Daily News and NBC (50 per cent each) and managed by NBC.
WCBS, Springfield — Affiliated with Illinois State Journal and Illinois State Register.
WJBC, La Salle—Affiliated with Peru (Ill.) News-Herald.
KFLV, Rockford—Affiliated with Rockford Star and Register-Republic.
WKBB, Joliet—Affiliated (news) with Joliet Spectator.
WMBD, Peoria—Affiliated (news) with Peoria Journal-Transcript.

INDIANA

WFBM, Indianapolis—Affiliated (news) with Indianapolis Star and Indianapolis Times (Scripps-Howard).
WHBU, Anderson—Affiliated with Anderson Bulletin.
WSBT, South Bend—Owned by South Bend Tribune.
WFAM, South Bend—Owned by South Bend Tribune.
WJAK, Elkhart—Affiliated (corporate) with Elkhart Truth.
WBOW, Terre Haute — Affiliated (news) with Terre Haute Tribune & Star.

IOWA

KSCJ, Sioux City—Owned by Sioux City Journal.
KSO, Clarinda—Owned by Des Moines Register & Tribune. (Through subsidiary corporation, 100 per cent controlled).
WIAS, Ottumwa — Owned by Des Moines Register & Tribune (same).
KFJY, Fort Dodge—Owned by Des Moines Register & Tribune (same).
KWCR, Cedar Rapids—Owned by Des Moines Register & Tribune (same).
KOIL, Council Bluffs—Omaha—Affiliated with Omaha Bee-News (Hearst).

KANSAS

WIBW, Topeka—Owned by Capper Publications-Topeka Capital.
KFH, Wichita—Owned by Wichita Eagle.
KGNO, Dodge City—Affiliated with Dodge City Globe.

KENTUCKY

WHAS, Louisville—Owned by Louisville Courier-Journal and Times.

LOUISIANA

WSMB, New Orleans—Affiliated with New Orleans Tribune and Item.
WWL, New Orleans—Affiliated with New Orleans States.
KTBS, Shreveport — Affiliated with Shreveport Journal.

MAINE

WCHS, Portland—Affiliated with Portland Press-Herald and Express.
WABI, Bangor—Affiliated with Bangor Commercial.
WLBZ, Bangor—Affiliated with Bangor News.

MARYLAND

WCAO, Baltimore — Affiliated with Baltimore News and Sunday American (Hearst).

MASSACHUSETTS

WTAG, Worcester—Owned by Worcester Telegram and Gazette.
WEEI, Boston—Affiliated with Boston Globe.
WBZ, Boston—Affiliated (news) with Christian Science Monitor.
WORC, Worcester—Affiliated (news) with Boston Herald and Boston Record.
WAAB, Boston—Affiliated (news) with Boston American and Boston Herald.
WNAC, Boston — Affiliated (news) with Boston Traveler and Boston Record.
WNBH, New Bedford — Affiliated (news) with New Bedford Times.

MICHIGAN

WWJ, Detroit — Owned by Detroit News.
WJR, Detroit—Affiliated (news) with Detroit Free Press (former owner) and with Detroit Times (Hearst).
WELL, Battle Creek—Owned by Battle Creek Enquirer-News.
WBEO, Marquette—Owned by Marquette Mining Journal.

MISSISSIPPI

WJDX, Jackson—Affiliated with Jackson News.
WQBC, Vicksburg—Owned by Vicksburg Herald and Post.

MISSOURI

WDAF, Kansas City—Owned by Kansas City Star.
KMBC, Kansas City—Affiliated (news) with Kansas City Journal-Post.
KSD, St. Louis—Owned by St. Louis Post Dispatch.

NEBRASKA

WJAG, Norfolk—Owned by Norfolk News.
WCAJ, Lincoln—Affiliated with Lincoln Star.

NEVADA

KOH, Reno—Owned by the McClatchy newspapers.

NEW HAMPSHIRE

WFEA, Manchester—Affiliated (news) with Manchester Union and Leader.

NEW JERSEY

WOR, Newark—Affiliated (news) with New York City Hearst newspapers.

NEW MEXICO

KOB, State College—Affiliated with Albuquerque Journal (station has been authorized by Radio Commission to move to Albuquerque).

NEW YORK

WINS, New York City—Owned by William Randolph Hearst (New York American and Journal).
WLTH, Brooklyn—Affiliated (news) with Brooklyn Eagle.
WCDA, New York City—Affiliated with New York Corriere d'America and New York Progresso Italo Americano.
WBEN, Buffalo — Owned by Buffalo News.
WOKO, Albany—Affiliated (corporate) with Albany Knickerbocker Press and News.
WGY, Schenectady — Affiliated with Albany Times-Union (Hearst).
WKEC, Rochester—Affiliated with Rochester Journal and Sunday American (Hearst).

NORTH CAROLINA

WWNC, Asheville—Owned by Asheville Citizen and Times.
WSJS, Winston-Salem — Owned by Winston-Salem Journal and Twin City Sentinel.

OHIO

WFBE, Cincinnati—Owned by Cincinnati Post (Scripps-Howard).

OKLAHOMA

WKY, Oklahoma City — Owned by Oklahoma Daily Oklahoman and Times.
KFJF, Oklahoma City—Affiliated with Oklahoma City News.
KCRC, Enid—Owned by Enid News and Eagle.
KGFF, Shawnee — Affiliated with Shawnee News and Star.
KGGF, South Coffeyville — Affiliated with Coffeyville Journal, Coffeyville, Kan.

OREGON

KGW, Portland—Owned by Portland Oregonian.
KOIN, Portland—Owned by Portland Oregon Journal.
KXL, Portland—Owned by Portland Telegram.
KMED, Medford—Affiliated with Medford Mail Tribune.

PENNSYLVANIA

WHAT, Philadelphia—Owned by Public Ledger Co., through subsidiary corporation.
WCAU, Philadelphia—Affiliated (news) with Philadelphia Daily News.
WCAE, Pittsburgh—Owned by Pittsburgh Sun Telegraph (Hearst).
KDKA, Pittsburgh—Affiliated (news) with Pittsburgh Press (Scripps-Howard).
WEDH, Erie—Owned by Erie Dispatch-Herald.
WFBG, Altoona—Affiliated with Altoona Tribune.
WSAN, Allentown—Owned by Allentown Call.
WBRE, Wilkes-Barre—Affiliated with Wilkes-Barre News.
WQAN, Scranton—Owned by Scranton Times.
WGBI, Scranton — Affiliated with Scranton Republican.
WHP, Harrisburg—Owned by Harrisburg Telegraph.
WGAL, Lancaster—Owned by Lancaster Intelligencer-Journal and New Era.
WEEU and WRAW, Reading—Affiliated (news) with Reading Eagle.
WORK, York—Affiliated (corporate) with Lancaster New Era and Intellingencer-Journal.

RHODE ISLAND

WEAN, Providence—Affiliated (news) with Providence News-Tribune.

SOUTH CAROLINA

WIS, Columbia—Affiliated with Columbia State.
WSPA, Spartanburg—Owns Carolina State News (weekly).

TENNESSEE

WMC, Memphis—Owned by Memphis Commercial Appeal.
WTJS, Jackson—Owned by Jackson Sun.
WNOX, Knoxville—Affiliated (news) with Knoxville Sentinel and Knoxville Journal.

(Continued on page 26)

Using a Station for Newspaper Promotion

By WALTER J. DAMM
Promotion Manager, The Milwaukee Journal; Director, WTMJ

WTMJ Builds Up Good Will for The Milwaukee Journal By Adhering to Policy of First Pleasing Listeners

Walter J. Damm

NEWSPAPER publishers, as well as broadcasters, would do well to read this account of how a progressive newspaper won public acclaim for itself and the radio station it operates by placing public service and listeners' wants ahead of immediate pecuniary profit. This paper, which was awarded a silver loving cup for the best promotion work done during 1931, is not unaware, however, of the value of the indirect advertising it gets from the station. The article also points out that the semi-daily news flashes arouse an appetite for the detailed printed story and thus stimulate newspaper circulation.

IN DISCUSSING the ownership and operation of a radio station by a newspaper, or for that matter by anyone else, let us begin with the premise that no individual or organization will long continue to bear the burden of operating a radio station unless he or it profits in one or two ways—by cash or goodwill.

Operating under the first classification come the so called commercial stations which are without any outside affiliation. Also, we can safely so classify those few remaining stations owned by business houses which use the station's facilities almost exclusively to promote and sell their products, without much regard to rendering an educational entertaining or informatory service.

Under the second heading come the newspaper-owned stations with but few exceptions. True, there probably is not one newspaper-owned station which does not sell time. Investigation, however, shows that the majority of such station managements are far more censorious of their clients than the rank and file of "commercial stations."

The operation of a radio station by a newspaper can be along two lines. In one the value will be primarily secured in an indirect way with direct use of the station for promotional purposes subordinated to the main function of rendering a public service. In the second the reverse is the case, namely, every available opportunity is used to "talk" the paper, its features, its writers, its comics; and good will is a secondary consideration unless the publisher feels he is creating good will by filling the air with advertisements of paper's features.

The Policy of WTMJ

THE MILWAUKEE JOURNAL'S management has decreed that WTMJ shall operate as an adjunct to its general public services rendered to the people of Wisconsin, and shall be a source of information, education, culture, inspiration and entertainment. Following along this path, it is only natural that the station management must give far greater thought to the clients it allows to use the station facilities and the manner in which they use them than it would if its prime purpose was to make the greatest possible cash profit.

How then does the JOURNAL operate WTMJ to justify the tremendous investment it has had to make in order to keep the station's activities on the high plane laid down for it? In short, our plan calls for presenting the absolute best in the way of local sustaining programs to augment the better network commercial programs. Such a plan calls for the expenditure of large sums of money for talent, direction, etc.

Does the necessary expenditure, then, justify the value received? If there were no monetary returns and the entire expenditure had to be justified by the advertising value received, the answer definitely would be "no." It is for this reason that the JOURNAL adopted a commercial policy for the station, but not a policy which would allow any and all comers to use the station's facilities without regard to the type and kind of program. This policy has returned to the station each year a cash revenue which, while never showing a profit, has at least reduced the annual deficit to a point where it is commensurate with, if not less than, the returns justify.

Just how does the JOURNAL figure the operation of WTMJ returns a benefit to it? First, there is the constant reiteration of call letters, coupled with the name of the newspaper, even though they are restricted as much as possible to a 15-minute period. Second, there is the goodwill returned to any organization which renders a truly public service.

If an individual were to buy just the announcements which the JOURNAL receives in making the necessary standby announcements, and if these were based on the regular card rates, the sum would far exceed the total operating cost for the station for the year. But, there are other ways that the JOURNAL gains value from the station's activities. There are, of course, two periods a day of news flashes, and the public's reaction would seem to indicate that these act more or less as an "appetizer" rather than have the effect of discouraging the reading of the detailed news story. News flashes of WTMJ are just that. There are two periods a day, ranging from five to ten minutes of headlines. Further, news flashes are devoted to news and not boresome reiterations of "look for this on page so and so," "be sure and read so and so on page that and this." Identification with the newspaper is handled in a dignified opening and closing announcement.

Program Comes First

BY NO MEANS is JOURNAL promotion limited to these two types, but promotion or not, the program comes first and must conform to the principles laid down, namely, it must be inspirational informative, educational or entertaining, first. And it isn't very difficult to do this.

Several exceptional series of programs which have been developed lend themselves admirably to the building of goodwill for the newspaper, and yet in themselves are good radio programs. Among these programs is that known as the "Wisconsin Communities Program." This feature has been on the station for three years, first in the form of a dedication to given community with each community originating the program. Communities as far away as 150 miles were interested enough to work up a program and sometimes send as many as 50 persons all the way to Milwaukee to present it. Each community was allowed five minutes to present a speaker on the city. The balance of the time was taken up with local talent. Naturally JOURNAL publicity accompanied local community advertising of the program, and a considerable number of additional papers were sold in the areas concerned. The JOURNAL offered a silver loving cup to the community which, according to popular vote, presented the best program during the year. These votes were counted on a percentage basis so the large and small community had the same chance to win.

After two years of this type of community program, the 1931 series was changed so that the station itself supplied all talent—a symphony orchestra—and invited various municipalities to send a speaker and one guest soloist. This has made a far better program, of interest to all radio listeners, and the communities have welcomed the change. In connection with the 1931 series a half page of roto pictures was published each Sunday of scenes of interest in the community to be presented. It was found that the best time for these programs was on Sunday afternoon, as the station's coverage is at its best during daylight hours.

Comic Strip Tie-in

ANOTHER program which could stand by itself at any time as a good radio program, yet which offered exceptional promotional efforts, was Miracle Mike. Miracle Mike was a country lad with aspirations to make a name for himself in the big city. The only thing, however, he could do was play a musical saw. He set forth from the farm to accomplish his life's ambition. Later he learned to sing the cowboy type of melodies. In order to get a promotional angle the art department of the JOURNAL developed a daily comic strip setting forth the adventures of Miracle Mike, and the radio program was a presentation of Miracle Mike's talents, which in itself secured a large following, but was tied up with the comic strip with a few words from Mike each week. This feature had the entire state interested.

Still another feature along these lines was the "Song of the Week," in which the station made an arrangement with a prominent Chicago publisher for a new song each week written by such prominent song writers as Ben Bernie, Art Kassel, Ted Weems and Paul Whiteman, with the proviso that the song was not to be published for general sale but would be reproduced in the color roto section of THE MILWAUKEE JOURNAL each Sunday. Other songs by the same composer were played during the program. The opening and closing announcements stated that the song would be published in the following Sunday's edition of the newspaper.

The travelogue idea has also been used to excellent advantage. This consisted of Sunday afternoon talk by some prominent Milwaukeean tied up with the reproduction in the Sunday paper of pictures depicting various scenes in the country to be discussed.

Then there are the two outstanding nationality programs, the German and the Polish, broadcast once a week, chiefly for the entertainment of the nationality involved,

(*Continued on page 30*)

Anti-Radio Organ Urges New Set-up

Impractical and Fantastic Restrictions on Broadcasting Proposed by Ventura Free Press to A. N. P. A.

ALTHOUGH tempered with comparatively moderate language, the proposal of H. O. Davis, militant editor of the Ventura Free Press, that the entire present system of broadcasting in the United States be discarded in favor of a highly impractical plan, should not escape the attention of broadcasters. Ostensibly designed to curb excessive advertising, it in reality would destroy the present setup and would give educational stations "preferential rights up to 25 per cent" of available channels. The proposal is cleverly framed to unite the press and certain educators against the broadcasting industry.

AN EXTRAORDINARY proposal for the reorganization of American broadcasting by ending the existing system and placing the industry under restraints so drastic as to be fantastic has been drafted by the VENTURA (Cal.) FREE PRESS, anti-radio propaganda organ, for submission at the annual convention of the American Newspaper Publishers Association in New York April 26 to 29.

The proposal would have Congress enact legislation to limit, control, restrain and generally retard broadcasting development. A limitation on radio advertising, both audible and visual, would be prescribed, so as to permit only bare announcements of program sponsorship, and to limit the length of sponsored programs, and number of words and frequency of announcements.

The networks, at least NBC, would be destroyed by the plan since it would provide that only "wholly independent" companies could hold licenses and that they could not be connected with corporations engaged in manufature of radio apparatus or in the communications business. Distribution of interstate programs would be undertaken by two independent competitive concerns operating under government franchise, with the profits above 8 per cent on actual investment, to be split 50-50, half to a reserve fund for extension of facilities and program improvements and the other half to stockholders.

Programs originated by the national chains, both sponsored and sustaining, would be offered to independent, local and educational stations for broadcasting free of cost. Educational institutions would be given "preferential rights up to 25 per cent" of available channels.

Usual Tactics Lacking

THE PROPOSAL goes into broadcasting comprehensively, emphasizing the power of the medium in influencing public opinion and, by innuendo, pointing out the purported danger of the existing American system to the press. It conspicuously lacks the usual loose and vehement language used by H. O. Davis, publisher of the VENTURA FREE PRESS in his endeavor to provoke an uprising of the press against all broadcasters. The language is tempered, apparently because an important element of the press—both inside and outside the broadcasting field—refused to be disturbed by the extravagant charges and reckless publicity tactics heretofore used by the publisher.

"The subjoined reorganization plan," says the proposal, "will rededicate radio to the service of the public, enlarge the facilities for local and educational broadcasting, forestall both private monopoly or government ownership and operation of radio, and give competitive private enterprise, properly supervised and regulated, an opportunity to serve the public and earn ample profit in rendering the service."

The plan may or may not be seriously considered by the A. N. P. A. at its forthcoming convention though radio is certain to be a topic of lively discussion. The FREE PRESS proposal, among other things, is designed to meet the demands of the National Advisory Committee on Education by Radio for a share of the waves, as proposed in the now dormant Fess Bill. Agents of Mr. Davis have been in frequent conference with Armstrong Perry, lieutenant of Joy Elmer Morgan, of the National Education Association, who has been leading the educator's battle as chairman of the National Advisory Committee.

Radio's Power Admitted

"THE PERSUASIVE power of radio is no longer in doubt," Mr. Davis states. "In politics, in education, in advertising the loudspeaker has proven its effectiveness—for good or for evil. In Spain it helped start the revolution, then curbed its excesses. In Russia it is the bulwark of Communism. In England it helped sober conservation to gain an overwhelming victory. In the United States its most spectacular achievement so far has been the sale of tooth paste, cigarettes, and patent medicines. Outside of the United States radio is rapidly becoming a tool of popular education, a means of promoting national unity and an important part of the armament for national defense.

"Within the United States broadcasting still is in the amorphous stage. It is a national clown, distributing verbal samples of an endless array of commodities and services ceaselessly in 13,000,000 homes, a medicine show with—so far—almost no social, cultural or political significance. Though the United States has more receiving sets and more broadcasting stations than the rest of the world put together, the national benefit it has derived from the operation of these facilities has been negligible up to this time.

"In the field of trade American radio has amply demonstrated its effectiveness. It has sold and is selling certain goods and services at an astonishingly low cost. Responsiveness of its audiences to a skillfully presented appeal is shown by the tons of letters flooding the 550 commercial stations every month. And the full potentialities of radio in the field of American politics are just beginning to be grasped by a comparatively small group intimately connected with radio in all its ramifications. But the general public and the majority of the broadcasters are wholly and blissfully ignorant of the fact that the microphone is loaded with social dynamite."

The FREE PRESS predicts that centralized ownership and control of practically all national and regional key stations is inevitable. The pressure of economic forces "must bring about this result." It says that about two-thirds of the regional high-power clear channels are owned or controlled by the two major networks and by stations affiliated with them and that "all but three" of the super-power licenses have been allocated to this same group.

"There are only two possible choices if the present American System is allowed to proceed to its logical conclusion: The inevitable broadcasting monopoly will either be owned by a group of the most powerful corporations and used for their interest and benefit, or it will be taken over, lock, stock and barrel, by the Federal government and operated by governmental agencies."

Summary of Plan

THE PLAN was summarized as follows:

"The basis of this plan is the fact that in the radio field the interest of the 50,000,000 listeners is paramount, both as against the claims of the 600 broadcasters on the one hand and the usurpations of the government on the other hand. It is proposed under this plan to help the broadcasters eliminate that which they deplore—excessive advertising—by limiting advertising on radio programs to the announcements of sponsorship; in order to provide sufficient revenue for the production and distribution of the highest type of entertainment of all varieties, it is proposed to concentrate the revenues from national radio advertising on two parallel and competing transcontinental networks covering the entire country; in order to maintain a sufficient number of local stations to give all communities an ample local broadcasting service, it is proposed to place at the disposal of these local stations all programs originating on the national networks free of cost; that education may have the facilities rightfully due its all-important mission, it is proposed that 25 per cent of all available channels shall be placed at the disposal of educational institutions whenever these institutions are ready and able to make efficient use of such channels."

Illinois Candidates Use Transcriptions

CAMPAIGNING for political office via transcriptions, ex-Governor Len Small, of Illinois, again a gubernatorial candidate, and T. B. McGrath, jr., Mayfair banker seeking election to the Illinois auditorship, are introducing in politics a scheme which will probably be adapted in other states and nationally this year. As far as is known, this is the first extensive use of electrical transcriptions in political campaigns.

National Radio Advertising, Inc., through its Chicago office, is recording the speeches and "trimmings" that go with them for placement over Illinois stations. In the case of Len Small, Doremus & Co., Chicago agency, is handling the account. Eleven Illinois stations are being used, namely, KFLV, Rockford; WCBS, Springfield; WDZ, Tuscola; WEBQ, Harrisburg; WHBF, Rock Island; WHFC, Cicero; WJBL, Decatur; WKBB, Joliet; WKBS, Galesburg; WMBD, Peoria, and WTAD, Quincy.

McGrath was prominent in the news recently when he voluntarily closed his bank and paid its depositors every cent. The newspapers made much ado about this, and he was asked to enter politics. He is using 19 Illinois stations and KMOX, St. Louis, in his campaign for state auditor. The Illinois stations are KYW, WBBM, WLS, WCFL, WAAF and WIBO, Chicago; WJJD, Mooseheart; KFLV, Rockford; WCAZ, Carthage; WDZ, Tuscola; WEBQ, Harrisburg; WHBF, Rock Island; WJBC, LaSalle; WJBL, Decatur; WMBD, Peoria; WKBB, Joliet; WKBW, Galesburg; WTAD, Quincy, and WTAX, Springfield.

Call Changed

CALL LETTERS of WHAP, New York, have been changed to WFAB by authority of the Department of Commerce. The station's time was recently leased in toto by its licensee, the Defenders of Truth Society, to the Fifth Avenue Broadcasting Corp., headed by Clarence Taubel and Paul F. Harron, who also operate WPEN and WRAX, Philadelphia.

XUM

Broadcasting Held Outside Scope of I.C.C.

Examiner Cheseldine Recommends Dismissal of Complaint Filed by Sta-Shine Co. Against NBC and WGBB

Mr. Cheseldine

DISMISSAL of the first case ever instituted raising the question of Interstate Commerce Commission jurisdiction over the broadcast rate structure on the ground that broadcasting stations are not common carriers for hire within the meaning of the law and that the I. C. C. is without power or authority to regulate or control their rates, charges, rules, regulations and practices was recommended to that agency April 6 by Examiner W. M. Cheseldine.

Mr. Cheseldine urged the Commission to dismiss the complaint of the Sta-Shine Products Co., of New York, against NBC and WGBB, of Freeport, N. Y., without going into the merits of the case, because of lack of jurisdiction. Arguments on the jurisdictional question were heard by the examiner on Jan. 13 in New York and were supplemented by briefs. Virtually every contention advanced by counsel for the defendants, A. L. Ashby, vice-president and general attorney of NBC, and Frederick H. Wood, of Cravath, de Gersdorff, Swaine & Wood of New York, was sustained by Mr. Cheseldine.

Sta-Shine, a recently organized furniture and shoe polish concern, charged in a complaint originally filed September 19, 1931, and subsequently amended, that NBC and WGBB rates for time were unreasonable and that they were unjustly discriminatory. It alleged violation of the Interstate Commerce Act, and asked the Commission to prescribe "reasonable rates, charges, rules, regulations and practices for the future and to award reparation on the ground that broadcasting stations, like railroads, are public utility common carriers, open to all comers and subject to rate regulation."

Examiner Cheseldine concluded that while the Transportation Act of 1920 deals with the transmission of intelligence by wireless and authorizes the I. C. C. to regulate such common carriers it does not cover radio broadcasting, which he held was practically unknown at the time of the enactment. The first attempt at public broadcasting, he brought out, was made in the late fall of 1920, about 10 months after the Transportation Act was passed.

Not Common Carriers

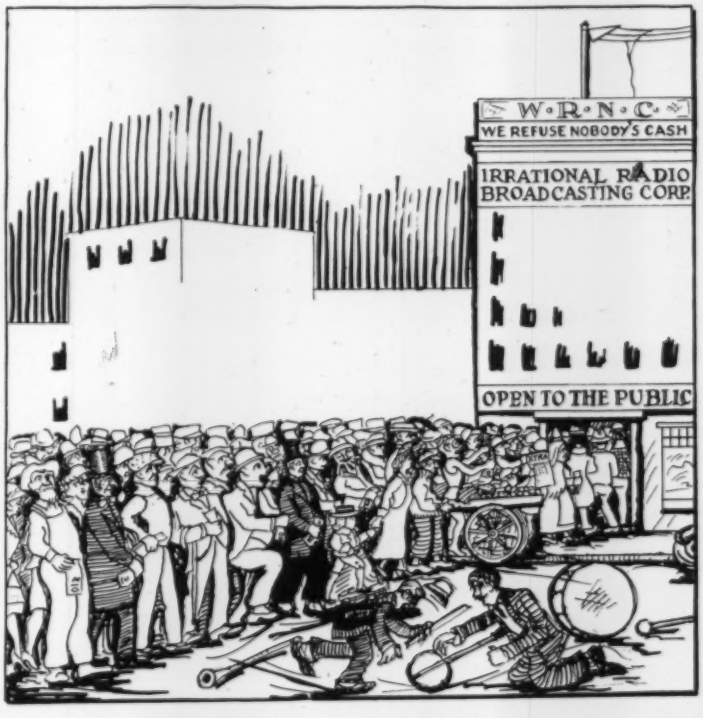
DECLARING that jurisdiction cannot be "presumed or inferred," the examiner said it appeared that Congress could not have had in mind general broadcasting to the public, as performed by the defendants, when the Transportation Act was passed. He cited a number of legal precedents for his finding.

"Although broadcasting companies engaged merely in the business of general broadcasting as performed by defendants may be of the class of public utilities which are subject to the regulatory authority of the Congress for the public good, they are not common carriers for hire within the meaning of the Interstate Commerce Act," he stated. "A common carrier is one who for hire openly offers to carry for all who wish to employ him. The very nature of defendants' business prevents them from opening up their facilities to all who would wish to use them, without regard to the value or propriety of the matter to be broadcast to the listening public. Listener good-will is the broadcaster's greatest asset, for without it he could not hope for commercial success."

Under Commission procedure 20 days is allowed for the filing of exceptions to reports. They may ask for oral arguments before the full Commission, and it is presumed that this course will be pursued by Ernie Adamson, of New York, counsel for Sta-Shine. The I. C. C. is confronted with a congested docket, and several months may elapse before it acts on the Cheseldine report.

Following the Commission's decision, motions for reconsideration or reopening of the case will be in order within six months. Appeals from Commission decisions may be noted to the Federal appellate courts. Should the Commission reverse the examiner and assume jurisdiction, regarded as most unlikely, it then will designate an examiner to take testimony on the facts in the Sta-Shine case.

If Radio Stations Were Common Carriers



Report is Comprehensive

MR. CHESELDINE in his report reviewed broadcasting from its inception and covered in a comprehensive way the economic aspects of the industry. He likewise dissected those provisions of the law which Sta-Shine held to be applicable, citing legal precedents to sustain his points, and showing that he had delved deeply into the law.

Asserting that the complaint is the first of its kind ever filed, the examiner said it purports to be brought under those provisions of the Interstate Commerce Act which apply to common carriers engaged in the transmission of intelligence by wire or wireless for hire. He recalled that NBC and WGBB generally deny the allegations in their answers and, among other things, aver that they are not common carriers or in any other business subject to provisions of the Interstate Commerce Act. In view of the novelty of the case, he explained that the question of jurisdiction first was taken up, with that of reasonableness and otherwise lawfulness of the acts complained of left for further hearing, should the Commission assume jurisdiction.

NBC and WGBB, Mr. Cheseldine said, insist that their business is merely that of an advertising agency, disseminating through the medium of radio entertainment or information which its clientele wish to extend to a potential listening public but which is not directed nor addressed to any specific individual or concern; and they have never engaged in or held themselves out to perform point-to-point communication by wireless. Wireless, he said, is the transmission of a message from a definite sender to a definite receiver, for pay. NBC and WGBB contended that it was this type of message or communication contemplated in the Transportation Act.

The defendants further insist, said the report, that "they never intended to operate as common carriers for any and all who desire to avail themselves of their facilities, and, moreover, that they have neither the authority, license, nor the equipment to do so. On the contrary, their licenses to operate, received from the Federal Radio Commission, forbid them to do so. All broadcasting performed by them, except that which they offer to the public themselves, is done under private contract and only for such clientele as they wish to serve. They contend, however, that they have the right to select and choose the programs they shall broadcast; that their business cannot be conducted in any other way; and that they are subject only to such Federal regulation and control in the conduct of their business as the Federal Radio Commission or the Department of Commerce, under powers delegated by the Congress, may wish to exercise."

Likened to Press Service

DISCUSSING network broadcasting, the examiner declared the service is comparable to that furnished by press associations to affiliated newspapers. NBC, he said, charges uniform rates for sponsored programs, as set forth on a rate-card, but reserves the right to change its rates at any time without notice. This rate-card, he added, is not filed with the I. C. C. nor with any other public body and is published "for information only and does not constitute even an offer to contract at the rates named."

All programs are subjected to "very strict inspection and censorship," Mr. Cheseldine brought out, to bring them up to the required standard. The paramount consideration always, he emphasized, is the listening public, "for without a listening public there would be no broadcasting." He enumerated the other rigorous tests which programs must undergo before they are offered to the public.

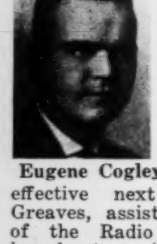
"Defendants therefore urge that it would be impossible in the cir-

(*Continued on page 28*)

50-Cycle Order Will Improve Stations Coverage, I.R.E. Told

Engineers Are Addressed by V. Ford Greaves, Andrew D. Ring and Dr. J. H. Dellinger

By EUGENE V. COGLEY
Assistant Managing Director, NAB



Eugene Cogley

VAST improvement in station coverage, particularly of stations in the regional and local categories, may be expected to result from the new 50-cycle frequency deviation regulation which becomes effective next June, V. Ford Greaves, assistant chief engineer of the Radio Commission, told broadcast engineers at a forum April 9 during the annual meeting of the Institute of Radio Engineers in Pittsburgh. His address was made to the NAB engineering section, established last fall, which held its first meeting as a part of the I. R. E. convention.

The meeting also was addressed by Dr. J. H. Dellinger, chief of the radio section, Bureau of Standards, who discussed the benefits that stations may derive from the proper use of frequency signals transmitted from the bureau's station, and by Andrew D. Ring, senior broadcast engineer of the Commission, who spoke on transmission standards and the requirements under the 50-cycle order. The session was presided over by Joe A. Chambers, WLW, Cincinnati, vice chairman, acting in the absence of John V. L. Hogan. The writer, as secretary of the section, opened the meeting, and outlined its functions.

Mr. Greaves whose paper covered general problems of the technical operation of stations, found himself deluged with questions about the 50-cycle regulation, which both he and Engineer Ring answered from the Commission's standpoint. For listeners to get the greatest possible benefit from this regulation, Mr. Greaves said, there must be 100 per cent cooperation on the part of stations.

Stations to Benefit

"ENACTMENT of the 50-cycle regulation," Mr. Greaves declared, "will result in much practical benefit to the stations. The regional and local station assignments are going to find that their service areas will be widened, and the result will follow that listeners are to be better satisfied with reception and more favorably inclined to listening to a program, especially from distant stations."

While only a few stations have installed the new visual frequency monitors required under the new 50-cycle regulation, Mr. Greaves said that about two-thirds of the stations have the necessary transmitting equipment and therefore are prepared to meet the terms of the regulations by the simple installation of the approved frequency monitor. But the other one-third, he asserted, will find it necessary to install new transmitting equipment in whole or in part, and have been so informed by the Commission.

Stations were cautioned by the assistant chief engineer to make every effort to comply with the regulation. This should be done, he said, not only because of the "immeasurable benefits" to be expected in transmission, but primarily because of favorable listener reaction. He said this conclusion was predicated on the practical results that maintenance of 50 cycles will produce in clearing away much of existing interference.

All stations must have the necessary equipment installed by June 22, Mr. Greaves said, having had more than a year in which to prepare for it.

In the general discussion, Mr. Ring declared that before the end of April a list of the devices carrying the approval of the Commission on 50-cycle installations will be made available. A number of devices are being tested by the Bureau of Standards at the Commission's request, and the results shortly will be in the hands of the Commission. Manufacturers of such devices as prove satisfactory will be notified to that effect, as will stations, through proper notices.

Proper Staff Essential

MR. RING went into considerable detail about the manner of installation, checking and operation of the new apparatus, at the request of engineers present. He warned against taking on face value guarantees that any type of equipment will maintain the station within the limits required by the Commission's order.

"In any event," he said, "you cannot expect efficient results with any apparatus unless you have your equipment in the hands of good operators and engineers."

Dr. Dellinger spoke informally on the practical results of the frequency standard service of the bureau, particularly the signals of WWV, transmitted daily for the benefit of stations in maintaining constant frequency. Commending the NAB on the sectionalizing of its various activities, he said that much good will come to broadcasting through continuation and advance of such a policy.

Reviewing the activities of the bureau in maintaining frequency service over a period of 10 years, or since the beginning of practical broadcasting, Dr. Dellinger said the service is being constantly improved. It is honed that in the immediate future it will be possible to reach all sections of the country with the calibrating service, he said. Shortly, he revealed, the bureau will install a 30 kw. transmitter for this work, and it will be in operation probably before the end of the year.

Dr. Dellinger envisioned the day when signals from the bureau will be such as to control directly and automatically transmitters and keep them on their proper frequencies. This might be accomplished at present he said, were it not for fading. WWV is used weekly by supervisors of radio in all districts to check their monitors, and it was predicted that a future development of the station will be the placing on the air of various types of modulation on the carrier wave of WWV. This would be of great assistance to stations, since it would simplify the practical use of signals, he asserted.

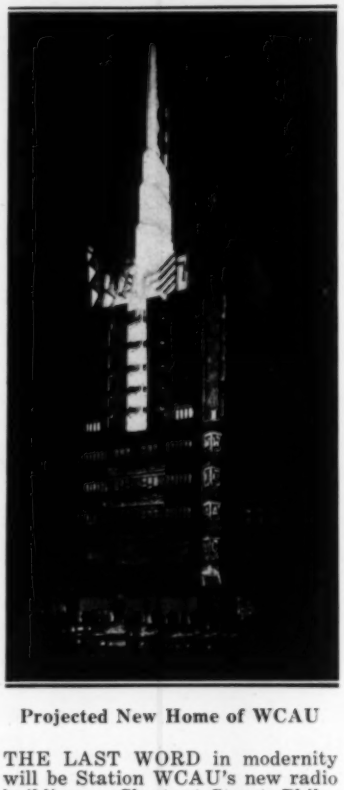
Directional Antenna

IN OPENING the meeting, the writer, as secretary, explained the scope of the section's activity. He pointed out that the section takes over the functions of the engineering committee of the NAB. The greater part of the three-hour session was devoted to a general informal discussion of current engineering practices, with every indication that all members derived much of value.

The trend of development of directional antenna systems was discussed in theory. It was concluded that every effort should be made to follow the development to ascertain whether it is feasible to control the field pattern of broadcast signals. A motion by J. G. Leitch, WCAU, Philadelphia, seconded by Walter C. Evans, KDKA, Pittsburgh, authorizing the chair to appoint a subcommittee to study the process, was carried. A report will be submitted to the next annual meeting of the NAB.

Under the head of old business, Acting Chairman Chambers brought up the moot question of equal value of all broadcast channels, or the contention that channels throughout the band are equivalent in transmission value. On motion of E. K. Cohan, WABC, New York, the whole matter was placed in the hands of Mr. Chambers with the understanding that a subcommittee would be named to study it and make future report NAB. The study will be undertaken in conjunction with the I. R. E. and Radio Commission, in an effort to gather all available data.

Those present at the meeting were: Mr. Greaves; Dr. Dellinger; Mr. Ring; Andrew Massey, WPTF, Raleigh; Norman Hahn, WHBY, West De Pere, Wis.; E. L. Gove, WHK, Cleveland; K. R. Cooke, WGBI, Scranton, Pa.; Mr. Leitch; R. Rasmussen, WLBW, Oil City, Pa.; R. C. Higgy and J. F. Byrnes, WEAO, Columbus, O.; R. Morris Pierce, WGAR, Cleveland; R. N. Eubank, WRVA, Richmond; H. L. Bixbee, WCAE, Pittsburgh, Pa.; Mr. Chambers; Mr. Cohan; Warren P. Williamson, Jr., WKBN, Youngstown, O.; C. F. Dunbar, F. R. Thomas Jr, J. L. Meridian, KQV, Pittsburgh, Pa., and Mr. Evans.



Projected New Home of WCAU

THE LAST WORD in modernity will be Station WCAU's new radio building on Chestnut Street, Philadelphia, now under construction. It is said by the builders to be the first building ever designed for the specific purpose of radio broadcasting. Besides including seven modern studios, it will contain administrative offices and an experimental laboratory for Dr. Leopold Stokowski's studios in the transmission of music.

The ground floor has been leased to the Woolworth company, but the upper stories will be devoted to radio. The luminous shaft extending from the sixth floor and developing into a monumental glass enclosed tower is to be the dominant external feature. From the top of this tower the antenna for an emergency 1 kw. transmitter will suspend. The tower, 150 feet high, will be a shaft of light that will form an after nightfall landmark in Philadelphia, visible for a radius of 25 miles.

The building will be ready for occupancy next August, or at about the time WCAU goes on the air with its new 50 kw. transmitter.

Fox Films Offers Disks To Broadcast Stations

"AIR TRAILERS" is the interesting soubriquet being applied by Fox Films to the new series of electrical transcriptions it is now releasing regularly to radio stations over the country through local theater managers. The 15-minute continuities, recorded by National Radio Advertising, Inc., and produced under the direction of Bert Squire, who recently joined Fox, contain dramatic highlights from current or forthcoming pictures and are offered on a no-pay-no-charge basis.

On May 8, in certain key cities, Fox Films will release six 15-minute continuities carrying "The Trial of Vivian Ware" by Kenneth M. Ellis, which is about to be released as a movie featuring Joan Bennett. The transcriptions are designed to precede the picture and to run daily for a week. Radio interest is heightened by the fact that in the movie the trial is broadcast by Skeets Gallagher as "Graham McNally." The script is the same that was placed on many stations by Hearst newspapers last year, with local talent, including leading criminal lawyers.

A Key to One Sponsor's Success on Radio

By HARLOW P. ROBERTS *

Advertising Manager, The Pepsodent Company

Pepsodent Has Set Up Several Precedents in Broadcasting and is "Entirely Satisfied" With Program Results

ALMOST EVERYONE knows how popular "Amos 'n' Andy" and "The Rise of the Goldbergs" have proved, but few have paused to analyze the reasons for this popularity. This article presents the sponsor's point of view and offers some pertinent observations on the general worth of radio advertising. Incidentally, it was Pepsodent that introduced the daily quarter hour program over the protest of NBC and the idea of offering two similar programs nightly to reach listeners in the east and the west at convenient times. There are several aspects of the appeal of "Amos 'n' Andy", however, which this writer admits he is at loss to explain.

AN ADVERTISER has only one aim in advertising — to sell his merchandise. He selects those media that will get his message effectively before the greatest number of people at the lowest possible cost. Please notice that I said "effectively." Circulation alone does not count; the message must register in the minds of those who see it or hear it if sales are to result. And the effect of the campaign on sales is the only thing that counts with the man who is paying the bills.

All advertising media are merely sales possibilities; so, too, are all the various copy appeals. All media have their successes and their failures. It takes experimentation to discover which works out the best for a specific product. I hold no brief for or against any advertising medium. I can say, however, that our particular use of radio has proved successful in selling our particular product.

When we were first approached on the idea of using radio, musical programs were the vogue; there was little else on the air. And, frankly, we couldn't get very enthused. If Pepsodent was to use radio at all—and we weren't so certain it wanted to—we wanted something different. Well, we waited for a long time; we listened to many auditions; we considered this idea; but still we didn't warm up to radio.

This went on for about three years. Then, right under our noses in Chicago, we found a program that we thought might be the thing for us. It was a 15-minute dialogue act, a serial story built around the lives of two colored boys, Amos 'n' Andy.

Network Balked

WELL, we went to the chain with it, and now it was their turn to be discouraging. They sold time exclusively, they told us, in units of hours and half hours. They had never broadcast any quarter-hour programs and they weren't sure they wanted to start doing so. It might make a bad precedent. Also there was no other advertiser putting on a program six times a week. Once a week was the customary procedure. When I look at the number of quarter-hour six-times-a-week broadcasts on the air today it does not seem possible that we had such a hard time starting the movement, but we did. It was nearly nine months after we broached the subject before NBC lined things up to put Pepsodent on the air.

And so we started out, not knowing what radio would do for us, but hoping for the best and determined to give it a fair trial. We thought that our program was all right; we knew that it was different, at least. The time, however, did not suit us so well. Ten p.m. in the middle west was fair enough, but eleven o'clock in the east seemed pretty late. So NBC maneuvered and finally was able to clear a period for us at 7 p.m. EST.

The result of that move was a revolution—which may be strong language, but I can think of no other word to describe the situation—in the middle west. Complaints poured in by the thousands; there were letters from individuals and petitions signed by all the employees of business houses—one from a railroad had 2,500 names attached. The upshot was that we were forced to blaze another trail by putting on a double broadcast, one for the east and other for the west. We were doing things to radio, and radio was doing things for us.

I might appropriately here give you a lot of sales statistics, but as our company policy prohibits that, let me say merely that we are entirely satisfied with the results of our radio advertising. The fact that we have continued on the air as long as we have, and that we have recently added a second daily broadcast, should be sufficient testimony to our feeling toward broadcasting.

When you go to buy space in a newspaper or a magazine, advertising men will tell you of the reader interest their editors have built up and will try to sell you the privilege of putting your advertising where it will be seen by those interested readers. In radio you must supply your own news, fiction, articles, or what you will; you must interest the public yourself. No editors are here to help put across your selling message. The size of your audience will be determined almost entirely by the interest your program arouses.

Listeners Psychology

I BELIEVE that the success of "Amos 'n' Andy" in arousing that interest is due to the fact that their creators are such good psychologists. They have made their characters real people; each characteristic makes listeners exclaim, "Why, I know somebody exactly like that."

I once studied psychology under the eminent Dr. Starch, but our radio experiences have made me give up trying to understand the workings of the human mind. Here are a few things that you may be able to explain—I can't. When Andy decided he needed a typewriter, a dealer in Buffalo sent him one that is now in the Rosenwald museum. It is an antique in the typewriter world, an L. C. Smith of about 1880, and in perfect working condition. Again, when Andy wrote a letter with a nickel because he couldn't find a pencil, nearly five gross of pencils came in.

Bones and dog biscuits by the bushel were sent to Amos for his dog. And when Andy and the King Fish started their bank, hundreds of listeners sent in dollar bills, asking that savings accounts be started for them. I can't explain it, but it's a fact.

And here's something else I can't explain. Maybe you women can

(*Continued on page 17*)

*Full text of an address March 24 before the Chicago Advertising Council.

21 Sponsors Boost Ante

Many National Advertisers Increase Radio Budgets for Year—Printed Displays Grow Likewise

ATTESTING their faith in broadcasting as an advertising medium, many national advertisers have progressively increased their radio budgets for this year. One of the latest compilations of comparative radio budgets, carried in the March issue of THE ANNOUNCER, house organ of the Radio and Music Trades Association, reveals that 21 air advertisers increased their 1931 budgets over 1930 many fold.

Particularly notable was the increase by Reynolds Tobacco from only $166,463 in 1930 to $1,245,336 in 1931. Other accounts increased from mere "feeler" appropriations running into a few thousand dollars to six and sometimes seven figures. In most of these cases, the appropriations for printed advertising also were increased, this trade organ points out. Following is the compilation of selected accounts, the figures representing costs of time on the air alone and not including cost of talent:

	Advertising Appropriation for 1930	1931	Amount of Increase
American Popcorn	$ 5,370	$ 32,758	$ 27,388
Associated Oil	42,861	74,787	31,962
Brown Shoe	38,228	107,430	69,202
California Fruit Growers	11,000	65,708	54,708
Cudahy Packing Co.	28,731	139,203	110,472
Eastman Kodak	167,228	255,832	88,604
Fuller Brush	164,715	262,634	97,919
General Petroleum	19,250	45,500	26,250
Great Atlantic & Pacific Tea	345,313	914,606	569,293
Edna Wallace Hopper	16,225	243,074	226,849
Iodent Chemical	77,222	147,036	69,814
Kellogg Company	34,275	118,343	84,068
M. J. B. Coffee	6,186	83,814	77,628
National Dairy Products	5,121	123,104	117,983
Pacific Coast Borax	25,799	145,074	122,275
Pepsodent Company	1,219,462	1,438,327	218,865
Procter & Gamble	255,168	499,261	244,093
Reynolds Tobacco	166,463	1,245,336	1,078,873
Standard Brands	783,540	1,272,214	488,674
G. Washington Coffee	26,242	220,810	194,586
Wrigley Gum	23,774	121,335	97,560

XUM

Radio License Fee Schedule of $600,000 Being Drafted by Senate Committee

Davis Bill is Favorably Reported With An Anti-Lottery Proviso; Transfer of Radio Division is Included

By LYNNE M. LAMM

THE SENATE Committee on Interstate Commerce has again agreed to the so-called Davis omnibus radio bill, with the exception of the station license fee section, which has been referred to a subcommittee consisting of Senators Couzens (R.), Michigan, Dill (D.), Washington, and Pittman (D.), Nevada, with power to complete the draft of this section and report the bill without further reference to the full committee.

The Committee ordered the bill, already passed by the House, reported several weeks ago, but it was found necessary to refer it back to the full committee. It is expected that the report will be made within a few days.

Senator Dill has refused to announce the proposed fees which have been agreed upon by the subcommittee, but has stated that those interested will have an opportunity to appear before the conference committee if the bill is passed by the Senate and sent to conference, owing to the fact that there have been no hearings on the question of fees.

The Radio Commission, at the request of Senator Dill, sent drafts of two possible fee systems to the committee, one providing for revenue of $1,100,000 a year and the other about half that amount. The Senate subcommittee has taken the $600,000 plan as a basis for its scale. Senator Dill stated that the subcommittee felt that $1,000,000 was too much to try to collect from radio at the present time.

Lottery Ban

THE COMMITTEE has also agreed on the new lottery provisions of the bill. This section has been so written as to make it conform to the postal regulations as applied to newspapers.

The committee has again inserted in the bill the provision to bring the Radio Division of the Department of Commerce under the Radio Commission. This bill has already passed the Senate once this session.

Another amendment adopted by the committee prohibits the establishment of studios in the United States, without permit from the Radio Commission, if the programs are to be sent to transmitters across the borders of this country for rebroadcasting purposes. This provision was inserted to meet the Mexican situation, notably that created by XER, operated by Dr. John R. Brinkley at Villa Acuna.

Since the last issue of BROADCASTING, the House has passed the revenue bill, but before doing so it adopted a Ways and Means Committee amendment to Section 701 of the bill exempting telephone and telegraph lines used in broadcasting from the 10 per cent tax charges which were originally written into the bill and against which the NAB waged a successful fight.

The 5 per cent tax on all radio advertising suggested for the bill was omitted also but a tax of 5 per cent on radio sets and phonographs was included in the measure as passed. Radio manufacturers will be given an opportunity to testify before the Senate Finance Committee where the bill is now pending.

No Hearings Likely

WHILE Rep. Davis (D.), of Tennessee, chairman of the House Committee on Merchant Marine, Radio and Fisheries, has several times stated that his committee would soon have some general radio hearings, no date has been set up to this time. He has introduced another radio amendment (H. R. 11155) providing that only American citizens shall be able to obtain radio operators' licenses. This will make the law of 1927 conform, as only American citizens can obtain radio station licenses.

Hearings on the Hatfield bill to grant organized labor a clear channel with 50 kilowatts power have been indefinitely postponed. The hearing scheduled March 28 and 29, during which the Radio Commission was to appear and present testimony in opposition to certain phases of the bill, was suddenly called off although members of the Commission were in the hearing room awaiting opportunity to testify. No definite date has been set for hearing the Commission.

WMAQ Observes Tenth Anniversary Over NBC

WMAQ, Chicago, celebrated its tenth anniversary April 13 with a gala program in which Amos 'n' Andy headed the list of birthday entertainers. The program was presented over an NBC network. WMAQ began operation in 1922 as WGU, having been established by the Chicago DAILY NEWS. The station now is owned jointly by the DAILY NEWS and NBC. William S. Hedges, who was at the helm of the station when it began operation, is still its director.

Vestal Dies

REP. ALBERT H. VESTAL, of Indiana, who was Republican chairman of the House patents committee before the Democrats gained control and placed Rep. Sirovich, of New York, in the chairmanship, died at the Naval Hospital in Washington April 1 of a heart ailment. He was 57. He was author of the Vestal copyright bill which passed the House last year but which failed in the Senate after the broadcasters entered objections to it.

WTAG, Worcester, Mass., has been authorized by the Radio Commission to increase its day power on 580 kc. from 250 to 500 watts experimentally, effective at once.

Music Losing Favor

MUSICAL programs, which still rank first in popularity among radio listeners, are losing ground to dramatic and mystery skits, according to results of a survey by the United States Office of Education. Sixty per cent of broadcasting programs are still musical, however, stations reported in answers to questionnaires. Tastes in music vary widely from the "hill billy" type to classical themes though somewhat in accordance with the environment of the station. Results of the survey will be published in handbook for instruction by radio.

Commission Probe Nearly Completed

THE RADIO COMMISSON hopes to have completed by May 10 its report on the comprehensive inquiry into broadcasting pursuant to the Couzens-Dill Resolution (S. Res. 129). With the exception of replies to questions sent to certain foreign sources of information, the Commission has at hand practically all other data it sought, but the information, obtained almost entirely by questionnaires. is still being compiled by a separate unit created for the work under the direction of James W. Baldwin, Commission secretary. Questionnaires went to national advertising agencies, radio advertisers, foreign radio interests, government agencies identified with radio, radio educational associations and other groups interested in radio, as well as to the independent stations and the networks.

The report will be a veritable encyclopedia on broadcasting, with particular emphasis on its commercial aspects. The purpose of the resolution was to determine how shortcomings in broadcasting can be remedied, and whether, as a last resort, some form of government ownership is feasible. Information will be based on 1931 activities.

KWCR Joins NBC

KWCR, Cedar Rapids, Ia., joined the NBC blue network April 3. During the dedicatory program both of Iowa's Senators, Brookhart and Dickinson, delivered brief addressed. Owned by the Des Moines REGISTER-TRIBUNE, KWCR operates on 1420 kc. with 100 watts, unlimited time, having acquired those facilities March 18 when the Radio Commission authorized an exchange with WIAS, Ottumwa, Ia., also owned by the REGISTER-TRIBUNE. WIAS now is on 1310 kc. with 100 watts and specified hours.

Irish High Power

A HIGH POWERED broadcasting station, which will use at least 120 kw. is under construction at Moydrum, Irish Free State, and will go on the air in about six months. The transmitter is being made by the Marconi Co.

Naming of Patrick Aide is Postponed

Miss Neyman Will Hold Post Until Fall for Economy

Fanney Neyman

THE POST of assistant general counsel, vacated by the promotion of Duke M. Patrick to general counsel, will not be filled by the Radio Commission for the present in the interest of economy and in view of the impending adjournment of the Court of Appeals of the District of Columbia over the summer and the resultant slackening of appellate duties.

Miss Fanney Neyman, assistant counsel and Mr. Patrick's first lieutenant in the handling of litigation, has been named by the new general counsel as acting head of the research and drafting section. She will hold that post until such time as the Commission fills the vacancy by formal appointment and will draw the salary of her present grade, rather than the $7,500 per annum stipulated for assistant general counsel.

Action was taken by the Commission after Mr. Patrick had requested a ruling on the point in the light of the administration's economy program. It was said that the move is a temporary expedient and that the post doubtlessly will be filled after the summer recess.

Candidates for the position, in addition to Miss Neyman, include Elmer W. Pratt, senior attorney-examiner, the Commission's first legal employe, and Ralph L. Walker, attorney-examiner. Mr. Pratt was regarded the most likely selection, in view of his long tenure and the manner in which he has performed his duties as examiner.

In a memorandum issued to the Legal Division April 7, Mr. Patrick outlined the duties of personnel. Ben. S. Fisher, assistant general counsel, will remain in charge of the administrative section, and George B. Porter, assistant general counsel, will continue in charge of the hearing and records section. Karl Smith, assistant counsel, was transferred from the hearing and records section to research and drafting, where he will assist Miss Neyman. Mr. Patrick will remain primarily responsible for the work of the latter section.

A. N. P. A. to Witness Television Exhibition

A TELEVISION demonstration has been arranged by EDITOR AND PUBLISHER, newspaper trade organ, in cooperation with the Columbia Broadcasting System, as a feature of its exhibit at the annual convention of the American Newspaper Publishers Association at the Waldorf-Astoria Hotel, New York, April 26 to 29.

A receiving set in the magazine suite at the hotel will get special programs from W2XAB, the CBS television station in New York. W2XE, short wave transmitter, will carry the sound parts of the program.

Broadcasting Resists Trade Slump

10,000-Mile Tour Uncovers a Widespread Appreciation Of Service Though a Decrease in Sales of Sets

By FRANK A. ARNOLD
Director of Development, NBC

Frank Arnold

THE OLD ADAGE of the ill wind holds good even in the time of depression, according to this writer who has just visited 16 key cities over the south, as the economic condition had led an increasing number of persons to depend almost entirely on the radio for entertainment. Consequently, though the radio manufacturing industry's business is only 60 per cent of what it was last year, networks and stations report considerably enlarged audiences.

NO ONE could take a trip such as that which I have just finished, covering 10,000 miles through one of the most important areas of the United States, and speaking 53 times in 16 key cities, without obtaining some very definite reactions regarding radio broadcasting as an industry and business conditions in general. Add to this list Havana, which is considered by some to be the pulse of Latin America, and there spreads before one a composite picture worthy of general attention and some analysis.

The reader should not confuse the words "radio" and "broadcasting" in terms of industry. To illustrate, the radio industry, generally accepted as including the manufacture and sale of radio receiving sets, parts and accessories, has had another bad year measured in terms of dollars. Broadcasting, however, known generally as the medium by which programs of entertainment, education, religion and advertising are brought into the home, has had the most prosperous year in its history. While these two are intimately related, they are by no means synonomous and my observations will have to do, for the most part, with the broadcasting medium and not with the radio industry.

A comprehensive picture showing what the southwest thinks of broadcasting can best be given in terms of the states which I visited.

Take Florida, for instance, which has probably gone through more liquidations in every line of business and industry, speculative and otherwise, during the last five years than any other state in the union.

I found in the key cities of Florida, a determination—now that the bottom has been reached—to build all over again if necessary on a more stable foundation.

Listeners Increase

WHILE that portion of Florida which I visited reported business in all lines of industry as only about 60 per cent of the previous season, yet the mental attitude towards the problem was both favorable and constructive.

Under such circumstances, it would be unnatural to expect that radio receiving sets were being bought in large quantities; in fact such sales are not over 60 per cent of the previous year. On the other hand, the economic condition has resulted in automatically increasing the number of those listening to their radio receiving sets at all hours of the day and night. Lack of occupation means more leisure, and free entertainment is quite a consideration when nothing is coming in through the pay envelope.

Network broadcasting stations of the better sort, almost without exception, report a prosperous year and greatly increased audiences in their territory. This increase in audience volume brought favorably to the attention of the advertiser has served to increase rather than decrease the use of sponsored programs. The opportunity of bringing directly into the augmented family circle a message of commercial as well as entertainment value has been appreciated by local as well as national advertisers as never before and has undoubtedly resulted in retaining on the air advertisers who, were it not for broadcasting, would have temporarily dropped out of the advertising picture altogether.

Do people listen to the radio in Florida?

Let me give just one illustration, which I hope the editor of this paper will not blue pencil, even though it does mention the name of a national advertiser.

I happened to be in the state on the evening that the General Motors program was dedicated to Florida. The radio audience was tremendously large and appreciative. This appreciation did not end with the signing off of the program, for on the following morning nearly every large city daily throughout the state printed in full Bruce Barton's salute to Florida, a few of them as the leading editorial of the day.

Again, I registered at a prominent hotel in one of Florida's leading cities at shortly before 7 o'clock in the evening. Instead of being taken to my room, I was motioned to a section of the lobby partly filled with a rapidly gathering audience for whom chairs had been provided. I was frankly curious and a little mystified. It all became clear when at 7 o'clock a radio, concealed in the corridor, announced "Amos 'n' Andy." During the period from 7 to 7:15 all business was virtually at a standstill, with not a single individual in the dining room, and those who had not finished their meal stepped out between courses in order not to miss this universal program.

But enough of this. The fact remains that this section of the south at least is sold 100 per cent on broadcasting, and this is especially true with those who through business or necessity remain in the central and southern portions of the state the year round. To them the summer programs brought daily over the great networks are doubly welcome as they form their only connecting link with the great offerings of music and entertainment from other great centers. Looked at from this angle alone, broadcasting has been one of the greatest forms of service appealing to the individual that has been made available to this beautiful sunshine state.

Radio in Havana

IT MAY not be out of place to follow me as I made what was literally a "flying trip" to Havana. Leaving Miami one morning at 8 o'clock on one of the huge amphibians, carrying forty passengers, I found myself two hours later in Havana after a trip probably without equal from the standpoint of speed, convenience and safety.

Havana has 40 broadcasting stations, big and little, all operated independently and each seeking a share of the general audience. I was privileged to visit and speak from several of the leading studios. The art has not developed with any such rapidity as it has in the states, and the difficulty of obtaining local material for programs has handicapped that end of the business. There is a real appreciation, however, among the Cubans and an anticipation that sometime they may be in a position to enjoy better programs and a closer relationship with broadcasting as it becomes more and more international. In Havana, as in the states, time is sold for advertising purposes, with apparently very little in the way of restrictions.

Come with me to Texas, our greatest state in point of area—an empire in itself. I spoke to large gatherings in Houston, San Antonio, Fort Worth and Dallas, representing a fairly accurate cross-section of the state. Again, I found everywhere evident the spirit of the pioneer. Hard hit like the rest of the cities? Yes, but not taking it laying down. I found budgets being balanced, industries being revived on a new basis, opportunities for work increasingly provided, a desire to build again on a new economic foundation, a renewed confidence in business and banking organizations—in short, the spirit

(*Continued on page 31*)

Hearing on Power Increase is Ended

WFIW Offers Final Evidence In 940 kc. Channel Case

HEARINGS begun last October on the project to grant a horizontal increase in power from 1 kw. to 5 kw. to stations on the 940 kc. regional frequency, as the logical sequel to the recent high-power clear channel boosts, were concluded April 1 with the presentation of final testimony in behalf of WFIW, Hopkinsville, Ky. When the original hearing was held, the Hopkinsville station was not prepared to present its entire case, and the hearing was continued. Previously WCSH, Portland, Me., KOIN, Portland, Ore., and WDAY, Fargo, N. D., all on 940 kc., had presented their cases.

The applications involve a deviation from the existing radio regulations, which limit night power on regional waves to 1 kw. It is contended by the stations that this "frozen" regional should give way to engineering advances, particularly in the light of the power increases for nearly two dozen clear channel stations. Through a proportion increase of power on regional frequencies, it was contended, the present interference level would be kept constant, whereas with great disparity in powers as between these classes of stations it is logical to expect an increased interference level.

Appearing for WFIW, John V. L. Hogan, consulting engineer of New York, contended that the service areas of the stations involved would be substantially increased by the grant. Should all four stations on the wave be increased equivalently, he said, there would be no loss in program quality. These views were contested by Andrew D. Ring, senior broadcast engineer of the Commission, who contended that interference would result to stations on adjacent channels.

Examiner Elmer W. Pratt took testimony in the case and will submit his report to the Commission within the next few weeks. At the original hearing technical testimony in support of the applications was presented by C. M. Jansky, Jr., consulting engineer, and William L. Foss, chief engineer of WCSH. Paul M. Segal appeared as counsel for WCSH, KOIN and WDAY, with George O. Sutton representing WFIW.

Mr. Segal said the nature of the testimony was to show that with 5 kw. each of the stations involved would be able to provide a higher quality and more satisfactory service to listeners in its service area, to extend its service area, and that no additional interference will be caused. that no stations or listeners will be adversely affected and that the applications accord with the most modern trends in radio broadcasting technique.

Rome's Radio City

ROME'S new "radio palace," from which national network programs will emanate, will be opened April 21. Among its features are eight underground studios. It will also incorporate a television studio from which experiments on frequencies around 3,750 kc. will be conducted.

XUM

New Type of Mike Used in 4 Studios

More Sensitive Device Need Not Be So Close to Artists

CROONERS and other radio performers who have been in the habit of crowding close to the microphone may soon cease getting so intimate with the instrument. Four broadcasting stations in New England have just abandoned the traditional "close pick-up" and started putting the microphone at a distance. The stations are WNAC and WAAB, Boston; WEAN, Providence, and WICC, Bridgeport.

The new method of pick-up, worked out for these stations by engineers of Electrical Research Products, Inc., takes advantage of the improved microphones now in use. The old carbon button microphone had to be placed close up to the source of sound. This microphone has since been replaced by more sensitive types—the condenser and the dynamic microphones.

In applying the new method, the studios were first properly treated with acoustic material. Then sound analyzing devices, as well as listening tests, determined the best position for the microphone. Generally speaking, that position is where the particular performance being given would sound best to a person actually in the room. In other words, the microphone really becomes a remote ear for the radio listener and is given the choicest seat at the show.

The engineers set up general formulas for placing various groups of performers in relation to the microphone. For instance, in the case of a vocal solo with piano accompaniment, the singer is placed 6 to 12 feet from the microphone and the piano 35 feet away, in contrast to the "close pickup" in which the singer would be 6 to 12 inches from the microphone with the piano right next to him. With an orchestra, the singer is 4 to 8 feet from the microphone and the orchestra 35 to 50 feet.

An outstanding example of the advantage of using the distant pick-up is in the broadcasting of orchestral selections, according to the designing engineer. With close pick-up, a 20-piece band, for instance, sounds like considerably less than that in number. Besides, the instruments near the microphone are unduly emphasized The distant microphone actully increases the apparent size of the band and places each instrument in its proper relation with the others. In other words, the microphone picks up the orchestra as it actually sounds.

Aylesworth Heads RKO

M. H. AYLESWORTH, president of NBC, was elected president of Radio-Keith-Orpheum Corp. at a special directors meeting April 13, succeeding Hiram S. Brown. Mr. Aylesworth will remain as executive head of NBC and no immediate changes in the management of the network are contemplated. NBC and R-K-O both are in the RCA group.

HENRY KELLY, dramatic baritone, has been signed by the Yankee Network Artists Bureau.

Hang the Cost, Says Goelet

Scion of Banker Applies for CP to Construct Model Station on Father's Palatial Estate in N. Y.

HAVING had a taste o. radio red meat and having liked it, young Peter Goelet, son of Robert Goelet, multimillionaire banker of New York, wants to take a fling at full-fledged broadcasting "without regard to ultimate cost." So he filed with the Radio Commission April 7 an application for a new station at Chester Township, near Goshen, N. Y., otherwise his father's palatial estate. It would be a "model" station, eschewing commercial programs, except for 10 per cent of the time and with a perpetual ban on mechanical reproductions "except in emergencies."

Peter, who is only in his teens, it will be remembered, was the "outlaw" broadcaster whose cutting up last October had Uncle Bill Terrell's rough-riders scurrying out to his father's estate. As young Peter was not aware that the law prohibited operation of a station without a license, the Commission simply and politely informed the embryo broadcaster of the requirements.

The application, executed in approved Commission style, asks for 1210 kc. with 50 watts, or the facilities of the harassed Peter J. Prinz, operater of WMRJ, Jamaica, N. Y. Assigned one-fourth time, Prinz already is facing two fights because of applications filed by WGBB, Freeport, N. Y., and by one Charles L. Bennett, of Jamaica, for his facilities. The hearing is scheduled for April 25, and Peter Goelet may be in on it, if the Commission designates his application for hearing.

There's the question of financial responsibility that involves every broadcast applicant. Peter modestly informs the Commission that his occupation is banking, that he has no liabilities and that he has "unquestioned credit in the sum of $50,000." Besides he makes known that on and after June 8, 1932, "applicant will have an assured income of at least $12,000 per annum during duration of his life." These amounts, he said, "are exclusive of applicant's personal earning capacity."

With a 50 watt station Peter says he will cover an area of 10 miles. He's had engineers design equipment, studios and make other tests. He wants to operate five hours on Saturday and three hours on Sunday. He would invest $5,000 in his "custom made" transmitter and spend $1,000 for a studio. These figures do not include the value of the site, building, etc., which run into the thousands. The only commercial programs would be agricultural.

"It is the desire of the applicant," Peter said, "to maintain a model radio station, and to that end, it is intended to maintain the highest standard of station policy and mechanical construction and operation, without regard to ultimate cost to serve the public interest, convenience and necessity by properly serving the requirements of the public residing in the area in question."

CBS Adds WHAS and Windsor Unit

SEVERAL important additions to the CBS network are scheduled within the next few months. On May 15, WHAS, of THE LOUISVILLE COURIER-JOURNAL, leaves the NBC network to take a full schedule of CBS programs. About June 1, a new 5 kw. station now under construction at Windsor, Ont., just across the Detroit River from Detroit, will be added to the CBS network to replace WXYZ, the present 1 kw. outlet of CBS in Detroit.

THE LOUISVILLE COURIER-JOURNAL'S station is the second important newspaper-owned outlet to join Columbia, WGN, of the Chicago Tribune, having also left NBC to join CBS earlier this year. Station WHAS now operates with 10 kw. on the 820 kc. clear channel, but will shortly be boosted to 25 kw. under a recent authorization of the Radio Commission. With WHAS on the network, it is expected that CBS service to WLAP, local Louisville outlet owned by Ralph Atlass, will be discontinued.

WXYZ, a 1 kw. station, leaves CBS with the expiration of its contract June 1 to make way for more local programs. The new station in Windsor is being built by George Storer, formerly connected with WXYZ, whose wife is a Canadian citizen, the daughter of the Canadian manager for Ford Motor Co. It will operate on 540 kc., one of the three new clear channels on the long wave end of the broadcast band recently taken over by the Canadian government as the first move toward opening up that band for broadcasting. In the United States the outer limit of the band is 550 kc.

Banking Goes on Radio In Transcription Series

BANKING goes on the air shortly with a new series of transcriptions, produced by World Broadcasting System for Addison Vars, Inc., Buffalo agency, as part of an extensive newspaper-radio campaign being released to banks throughout the United States by the New Business Corp., Chicago. The campaign bears the endorsement of the Financial Advertisers Association, being designed to create confidence in business and banking by portraying the part played by banks in the national economy and social structure.

The radio part of the campaign consists of a series of 15-minute transcriptions, each dramatizing a phase of banking service. Some of the continuity is woven around the adventures of a wealthy youth who joins the French Foreign Legion following an unhappy love affair.

RMA Plans Fight On Set Sales Tax

THE RADIO Manufacturers Association is prepared to make a fight against the excise tax of 5 per cent on radio and phonograph sales when hearings are held by the Senate finance committee. The measure has already been passed by the House of Representatives.

Bond Geddes executive vice-president of RMA, in statement on the proposed tax said in part:

"The radio industry is entirely willing to contribute equally with others to the government's revenue necessities for a general manufacturers' sales tax, even to the considerable extent of 2.25 per cent. Now, in the 'revolt' of the House against its leadership and in its hasty, hysterical adoption of 'any sort' of taxes, the radio and a dozen other selected industries are penalized and stigmatized as luxuries or semi-luxuries and asked to bear the entire burden of taxation on all industry.

"In its widespread service to the public, radio cannot be fairly classified as a luxury, semi-luxury or non-essential. Like the daily newspaper, which is carefully exempted in the House bill from any additional tax burden, radio is a daily and vital means of communication.

"Annual reports of three prominent radio companies, reflecting industry conditions which are general, report 1931 losses, respectively, of $182,080, $215,597 and $1,447,253. The special excise tax of 5 per cent on manufacturers' sales of radios, phonographs and accessories, therefore, is one which necessarily will be borne directly by the buying public as it cannot

"Furthermore the revenue returns expected from the proposed radio tax will be much below the estimate of federal experts. Not $11,000,000, as estimated by House and Treasury experts, but $7,731,750 in taxes would be realized at 5 per cent based on 1931 sales if equaled in 1932, which is improbable especially if a sales tax is added to reduce volume."

See Big Market

THIS YEAR will bring a demand for 3,000,000 radio receivers for replacements alone, R. G. Dun & Co. predicts following a survey of the radio industry. The replacement prediction was based on the premise that the life of radio sets is only four years. The survey indicated that sales last year averaged 250,000 a month and that there were 16.026,620 sets in use on January 1, last.

KOB Will Move

KOB, State College, N. M., licensed to the New Mexico College of Agriculture, has been authorized by the Radio Commission to move its studio and transmitter to Albuquerque, where its power will be decreased from 20 to 10 kw. Though owned by an educational institution. the station sells time commercially and publishes a rate card. At its new location it will be operated by the ALBUQUERQUE JOURNAL.

Two Stations Appeal From Commission Decisions Reducing Operating Hours

WRAK Case Tests Radio vs. Press Rights; KXA Fights Time Shift; KFAB Libel Suit Arguments Heard

TWO NEW APPEALS from Radio Commission decisions, added to litigation involving the program aspects of broadcasting in the state courts, constituted the activity in radio jurisprudence during the past fortnight.

In one of the new appeals, filed by WRAK, Williamsport, Pa., from the Commission's decision reducing it to one-half time operation, the court granted a stay order, restraining the Commission from making the decision effective until the appeal is decided. In the second, filed by KXA, Seattle, from the action reducing it to limited time in favor of KVI, Tacoma, in an ordered exchange of facilities, a stay order is requested, and probably will be acted upon within the next few days.

In the WRAK case, viewed as somewhat of a test as between the competitive rights of radio versus the press in local communities, developments were rapid. On March 18 (see BROADCASTING, April 1) the Commission denied the application of the Sun-Gazette Co., of Williamsport, Pa., for one-half of the assignment of WRAK, on the 1370 kc. channel, on which it operates full time with 100 watts. The denial was on the technical ground that the newspaper's charter did not permit it to operate a station. WRAK, however, was reduced to one-half time.

On April 1, however, without a hearing, the Commission granted the newspaper authority to build a new station using the other one-half time, after it had submitted proof that a new charter had been procured permitting it to engage in radio. On April 5, the court granted the petition for a stay order filed by Littlepage, Littlepage and Spearman, in behalf of C. R. Cummins, owner of WRAK.

Radio vs. Press

BRINGING the local newspaper-radio controversy to fever heat, Cummins now announces that a new local newspaper will be started immediately in Williamsport, under the auspices of WRAK, to fight the Sun-Gazette both ways. The newspaper is beginning as a weekly, he declared, but will go daily as soon as the necessary equipment is installed, probably in 90 days.

The KXA appeal was filed immediately following the Commission decision.

Sustaining Chief Examiner Yost, the Commission granted the application of KVI to change from limited time on 760 kc. to a regulation full time outlet on 570 kc. with 500 watts night and 1 kw. LS. KXA, assigned to 570 kc. with 500 watts, unlimited time, was switched to KVI's former assignment. The interchange is to become effective April 18, unless blocked by a stay order of the Court of Appeals. At the same time the Commission denied the application of KGVO, Missoula, Mont., for a switch from 1420 kc. to the present KVI assignment.

Oral arguments were heard by the Court of Appeals April 4 on the appeal of WBCM, Bay City, Mich., from the Commission's decision denying it a change in frequency from 1410 to 940 kc. Interchannel interference was raised as the issue by Howard S. LeRoy, counsel for WBCM. Duke M. Patrick, new general counsel, defended the Commission's action on legal as well as factual grounds. Paul M. Segal, in behalf of WCSH, Portland, and George O. Sutton, for WFIW, Hopkinsville, Ky., were permitted to intervene to protect the interests of their client stations, both on 940 kc., who claimed they would be adversely affected if the move was permitted.

High Power Cases

IN THE high power litigation, involving the appeals of a half dozen stations from the Commission's decision of last October permitting nine stations to increase their output on clear channels to 50 kw., the Court granted all appellants a postponement until June 1 for the filing of briefs. The briefs, it is understood, will be consolidated, containing the arguments of all of the appellants, since the issues are similar.

The court also has decided to hear oral arguments May 1 in two of the most important appeals now pending—those of KGEF, owned by the Rev. Robert Shuler, Los Angeles, and WIBO, Chicago. Louis G. Caldwell, counsel for Shuler, makes freedom of speech on the air the salient issue in his appeal. Levi Cooke, counsel for WIBO and WPCC, also of Chicago, ordered deleted by the Commission in favor of WJKS, Gary, Ind., to tend toward equalization of quota distribution, relies on property rights and the process of law, as well as an allegation of "arbitrary and capricious" action by the Commission. Briefs already have been filed in the latter case.

In the case of Peoples Pulpit Association, operating WCHI, Chicago, ordered deleted along with WJAZ, Chicago, because of purported failure to serve public interest, and also to equalize quota, the court received a motion to dismiss the appeal, along with a motion by the appellant to extend time once again for making a deposit to print the record in the case. George O. Sutton, counsel, filed a motion for leave to withdraw as counsel for WCHI.

Arguments were heard by the Nebraska Supreme Court April 4 in the political radio libel case involving KFAB, Lincoln, Neb. The issue was whether stations are exempt from liability for libel committed by political speakers on time purchased to answer addresses of opposing candidates or whether the newspaper libel statute should apply.

KFAB is a joint defendant in the case along with Richard F. Wood, political candidate. The suit was brought by Attorney General Sorenson for $100,000 damages. A jury, in the lower court, had returned a verdict of $1 against Wood in the case, but exonerated the station of any liability. The appeal asks the Supreme Court to reverse the case and order a directed verdict against both parties, with the extent of damages to be paid.

The Radio Corporation of America on April 8 filed with the Federal District Court at Wilmington, Del., its answer to the amended anti-monopoly suit instituted by the Department of Justice against it and associated and affiliated companies, included NBC. In this suit RCA and its associates are charged with monopoly in both radio manufacture and in broadcasting, the suit being regarded as one of the most far-reaching anti-trust actions ever instituted. The amended petition was filed by the Department in the midst of negotiations for the creation of an open patent pool for the radio industry and for certain other changes in the corporate setup of RCA, designed to settle the case out of court.

RCA in its answer categorically denies the allegations of monopoly in any of the radio fields. On the other hand, it contends that the pooling of radio patents and the intercorporate relationships were created shortly after the World War "in response to a direct appeal from officers of the government of the United States" to create an American-owned radio communications company to compete on equal terms with foreign monopolies. This hastened, rather than retarded, radio development, it was argued. The court was asked to dismiss the new petition without costs. The answer was filed by Charles F. Curley, Charles Neave, Manton Davis and Stephen H. Philbin, counsel for RCA.

Marconi Still at It

GUGLIELMO MARCONI has developed a successful ultra shortwave radio telephone, capable of both receiving and sending, and now predicts that he will invent a similar device for adaptation to television. On April 6 he conducted a test near Genoa over a distance of eight miles with a 52-centimeter wave. The first practical application of the device will be made with the installation of a shortwave telephone for use of Pope Pius between the Vatican and his summer home at Castel Gandolfo. Speaking to the Associated Press correspondent, he said: "I expect soon to be able to see my family in New York while I speak with them by wireless telephone."

Listenin' Rewarded

IN COOPERATION with the Fox Theater, WSB, Atlanta, gave away six tickets daily to persons whose names were picked at random from the Atlanta telephone directory in connection with publicity for the film, "Are You Listenin'?" The person addressed over WSB was invited to call for a free ticket to the motion picture if he were listenin'.

Pepsodent Success

(*Continued from page 13*)

tell me why it is that most of the mail the boys get is addressed to Andy.

A great deal of the commercial success of the program is undoubtedly due to Bill Hay, its announcer. On a commercial program, the announcer is not a radio actor, he is a radio salesman. We can write out what he is to say, but just reading it off is not enough; he must put it over in a convincing manner.

I believe I mentioned our other program, "The Goldbergs." After it has been on the air for several months under our sponsorship, we began to wonder what it was doing for us, and decided to check up on it. So we said to our listeners: "We are putting this program on for your enjoyment, but after all to us it is a means of advertising and is not justified unless it is making new users for Pepsodent tooth paste and antiseptic. If you wish us to continue it, please send in a vote to that effect on the back of Pepsodent carton." And we offered to send a small premium to all who were kind enough to answer.

Courage Required

WITHOUT going into numbers I may say that the response broke all records. The offer was last broadcast nearly two months ago and we are just now mailing out the last of the premiums because the manufacturer couldn't keep up with our demand. The Goldbergs go on over the basic Red network; Chicago is the farthest western outlet; yet we received letters from every state except Oregon, from every Canadian province except British Columbia and from fifteen foreign countries. Explain that, if you can. And also the fact that, although the program concerns a Jewish family, the vast majority of appeals to keep it on the air came from Gentiles.

Radio is a new medium. Its success depends on its performances; it must stand on its own feet. Certainly, no one is helping it much; it is accused of being too commercial, of having too much advertising. Let me say that I believe that most advertisers on the chains have cut their talks to the minimum. I also think that many of the attacks on radio are inspired by other advertising media who feel that radio is taking business away from them. Well, isn't that just what every business is trying to do today, to take business away from its competitors?

To advertise by radio takes courage. You can't jump in and jump right out again with any success. You must have a campaign carefully planned in advance, and you must follow it through to the end if you want to succeed on the air. And, after all, if you do that with any advertising and any medium, you are pretty apt to be successful.

EDGAR KOBAK, vice-president of McGraw Hill Publishing Co., New York, is handling arrangements as general chairman of the program committee for the annual convention of the Advertising Federation of America in the Hotel Waldorf-Astoria, New York, beginning June 19.

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Building
Washington, D. C.
Metropolitan 1022

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 a Year - 15c a Copy -

Copyright, 1932, by Broadcasting Publications, Inc.

Killing the Goose

TO CALL the new music copyright yardstick of the American Society of Composers, Authors and Publishers preposterous would be putting it mildly. In the face of the universal decline in commodity price levels, salary cuts and other equalizing moves, the Society advances a proposal that would cut into the very heart of broadcasting by boosting the tribute exacted for rendition of copyrighted music more than 300 per cent.

In other words, it proposes to extort from an industry that can ill-afford its present payments of nearly $1,000,000 for music privileges to one among several copyright pools, an additional $2,500,000 a year, based on current estimated business. The present $1,000,000 income would be retained—the Society borrowing from the phraseology of radio—as a "sustaining" bounty. The additional revenue would come from what amounts to a 5 per cent tax on gross incomes of stations, although the Society deftly tries to conceal that fact in fancy verbiage.

The new yardstick is absolutely unacceptable. With a proper organic act, similar to that proposed in the now pending Dill bill, it would be illegal and unenforceable. Unfortunately, the existing law does not curb the Society, and the Sirovich Bill, as reported to the House, would not correct this atrocious practice. In other words, as the law now is written, the Society can demand anything it likes, even using its power to tax as a weapon to destroy broadcasting if it so chooses.

Through its regional attorneys, scattered over the country, the Society will wield the big stick on stations and threaten them with lawsuits at $250 per infringement, unless they accede to the new terms. And until new law is enacted, there seems to be no way out for the broadcaster, with one possible exception.

That exception, in the view of legal authorities, may be a suit enjoining the Society for restraint of trade as an illegal monopoly. Radio broadcasting is interstate commerce, and anything that restrains such commerce, in the judgment of the courts, is illegal.

The Society says it will have 5 per cent "of the amounts charged for the use of the facilities of the stations in respect to *all* commercially sponsored non-network programs." In the case of network programs, the 5 per cent will come from the key station "based upon the gross amount charged for use of broadcasting facilities."

Leaving aside the arguments on the utter inequity of the proposal, which would spell the doom of many small stations now barely surviving, as well as swallow up the narrow margins of profits some of the larger broadcasters are realizing, it may be possible to break down the subtle scheme. It is inconceivable that, if any standard of equity were involved, any court in the land would uphold such larceny.

First, all commercial programs, whether over networks or independent stations, do not use only music controlled by the Society. Far from it. There are hundreds of thousands of selections in the public domain and there are thousands of programs weekly that never play a bar of Society-controlled compositions. The Society may control a large share of current popular music, essential to radio, but there are foreign compositions and a vast number of classical works that it does not control.

Many programs commercially sponsored use little or no music, and easily could avoid use of Society-controlled works. Skits, like Amos 'n' Andy and Myrt and Marge, are striking examples. As for political speeches, paid for by the political parties and candidates, by what ratiocination can the Society ask 5 per cent of the gross on such revenues?

The Society also demands the right of snooping into the books of the broadcasters, to make sure the accounts are correct. That request is reprehensible. The idea of having a private monopoly fish into the private affairs of an industry is unheard of. The new scale is supposed to become effective June 1. In the interim, the NAB copyright committee, at the call of Chairman Paul W. Morency, will analyse the proposal. That it will reject it is certain. The NAB may made a counter proposition, but General Manager Mills of the Society says the 5 per cent scale is "unalterable."

Now, more than ever, broadcasters should get behind the Dill Bill and end forever the unrestrained excesses of the Society and its ilk.

Allies of the Press

IT IS TO BE EXPECTED that the American Newspaper Publishers Association, meeting in annual convention in New York later this month, will repudiate the estimable Mr. Davis of the VENTURA FREE PRESS just as did his own California Newspaper Publishers Association a few months ago. Any such scheme as he proposes for revising the broadcasting structure, with the obvious intent of shearing the locks of present license holders in favor plainly of an eventual public or quasi-public monopoly, will inevitably be defeated by powerful elements of the press itself. Too many newspapers are too deeply involved in radio—happily owning or affiliated with stations—to lend to any belief that the American press can be united in any campaign against broadcasting.

In this issue we republish a revised compilation of newspaper owned and affiliated radio stations in answer to the many demands it has had for its original list—the only complete or nearly complete one ever compiled, we believe. We also commend to our readers the article in this issue on newspaper promotion by radio by Walter Damm, promotion manager of THE MILWAUKEE JOURNAL, who won EDITOR & PUBLISHER'S prize trophy for the best newspaper promotion in 1931.

Scanning this list, showing nearly 200 of the approximately 800 stations in North America owned by or affiliated with newspapers, and reading Mr. Damm's article, can there be any remaining doubts that radio is being used and can be used as a powerful promotional force for building newspaper prestige, let alone circulation and lineage?

We repeat what we stated editorially last November: So long as a goodly array of journalists are close corporate allies of radio, so long as the dissentient journalists are divided among themselves, and so long as there are non-radio-owning journalists with intelligence and vision enough to see that radio can and wants to be a powerful ally of the press—just so long need the broadcasters pay little heed to the tempest in a teapot that certain press interests are trying to create.

ROME wasn't built in a day. Nor can broadcasting be. While plundering cliques are trying to undermine the foundation, remember that we are still building a broadcasting temple, and that quality materials and expert craftsmanship will withstand any storm. It's up to you in broadcasting—stations and agencies alike—to drive those foundation piles deep and mix the right ingredients in the mortar that goes in the structure above ground. Refuse dubious medicine ads and questionable accounts, even if it hurts now, for it will pay handsome dividends later.

The RADIO BOOK SHELF

THE 1932 official log of broadcasting stations in the United States, based on the allocations as of Jan. 1, has been just issued by the Radio Commission. For the first time the log gives the status, in quota-units of each station, together with the lists by call letters, frequencies, zones and states. Correction sheets covering changes up to April 1 will be issued shortly, and will be followed by the regular addenda sheet issued each month. Copies may be procured from the Superintendent of Documents, Government Printing Office, or from the Commission for 15 cents.

THE INTERNATIONAL Bureau of the Telegraph Union, Radiotelegraph Service, Berne, Switzerland, now has available for distribution to the general public the following-named new lists of stations: Performing special services, $1.74; aircraft, $1.22; and broadcasting, $1.55. These prices include subscription to all monthly supplements up to the issuance of the next edition, and postage. All remittances should be forwarded direct to the Berne Bureau by international money order.

SOME FRANK opinions on radio programs are related in an article entitled "The Radio Audience Answers Back" appearing in the March 31 issue of "Advertising and Selling." Based on answers to questionnaires sent out by the Hygrade Sylvania Corp., Emporium, Pa., the article points out that the listeners showed an almost equal preference for the hours of from 6 to 7 and 7 to 8 p.m.

"A FACT PICTURE of the Food Fields" is the title of a booklet just issued by the McGraw-Hill Publishing Co., New York, to reveal the large amount of business done last year by the various food industries and to set forth present markets.

We Pay Our Respects to—

EARLE J. GLUCK

WHEN WBT, Charlotte, celebrated its tenth anniversary April 7, it had passed its eleventh milestone. Anomalous as this statement may seem, it is a fact that the station actually went into operation in February, 1921, under experimental call letters on a regular broadcasting schedule. But it was on April 7, 1922, that the Department of Commerce awarded the station its present call letters.

Thus it is that WBT calls itself the "Pioneer Radio Station of the South."

Ever since its inception, Earle J. Gluck, now general manager and one of the foremost figures in radio circles in the south, has been associated with WBT. In fact, he was one of the group of technicians who, stimulated by certain Charlotte citizens, erected WBT's first transmitter.

Born May 23, 1900, in Baltimore, Earle J. Gluck entered radio as an amateur when he was 12 years old, operating 3A1F in Baltimore. He held various radio operating jobs during vacations from school, and immediately upon the entrance of this country into the World War he joined the navy as a radioman.

Serving on transports and subchasers in the North Sea until September, 1919, he was discharged as a chief electrician. radio. He then secured a job with the Southern Bell Telephone Company as test board man. In February, 1921, he resigned in order to help F. M. Laxton and F. L. Bunker establish what was to become WBT. Bunker was chief engineer and Gluck was his assistant. Then Gluck became chief engineer. In 1928 he became general manager.

Besides managing the station, now fully owned by CBS, Gluck is supervisor of the Dixie Network established by CBS a year ago. The station is the Southern key of the network.

Like most other pioneer stations, WBT began as a local low power affair, gradually stepping up its power until, under the 1928 reallocations, it secured 5 kw. on its clear channel. Then the station expanded its studios until they occupied practically a full floor of a downtown office building. Today, holding a 25 kw. construction permit, and planning to complete the installation of its new transmitter July 1, the station is one of the leaders in southern broadcasting and has a regular staff of nearly 40.

Although he is a crack technician himself, Gluck leaves all engineering details to Paul Rosekrans, his chief engineer. The program manager is L. A. (Pete) Laudeman. Gluck is active in local civic affairs. In Charlotte he is a member of the Engineering Club. He is also a member of the Institute of Radio Engineers and the American Institute of Electrical Engineers.

PERSONAL NOTES

ON THE STAFF of the Chicago World's Fair, as members of its music committee, are Niles Trammell, NBC vice-president in charge of the Chicago division; Leslie Atlass, CBS Chicago manager; Steve Trumbell, CBS Chicago public relations manager; J. Oliver Riehl of NBC and Judith Waller of WMAQ.

MAJ. GEN. CHARLES McK. SALTZMAN, chairman of the Radio Commission, was one of the group of active and retired generals of the Army who were guests of President Hoover at the White House, March 29, at a dinner in honor of General Pershing.

RADIO COMMISSIONER Thad H. Brown and Philip G. Loucks, NAB managing director, attended the formal opening of WORK, York, Pa., Saturday, April 2. Col. Brown delivered a brief address over the station. York is Mr. Louck's home town.

MISS VERA BURKE has resigned as manager of WMT, Waterloo, Ia. She was married April 10 to Robert Will, advertising man at Mason City, where they will make their home.

PARKER SMITH, formerly with WSM, Nashville, has been appointed manager of WTJS, Jackson, Tenn.

L. HERBERT WITHERSPOON, of the KHJ (Los Angeles) auditing department, has gone to Santa Barbara as manager of KDB.

GEORGE KINCAID, operating KFJI, Klamath Falls, Ore., has been elected president of the newly formed Western Broadcasting Association, comprising 17 Northwest stations.

WILLIAM S. HEDGES, manager of WMAQ, Chicago, and past president of NAB, was unanimously elected president of the Chicago Broadcasters Association April 4. Homer Hogan, manager of KYW, was reelected vice-president, and W. E. Hutchinson of WAAF was elected secretary-treasurer. The directors are Quin A. Ryan, manager of WGN, and Morgan Eastman, of WENR, retiring president.

M. H. AYLESWORTH, president of NBC, returned to New York April 5 after spending a week in Augusta, Ga., playing golf with Bobby Jones.

ALFRED J. McCOSKER, director of WOR, Newark, returned to his desk April 16 following a 21-day cruise in the Caribbean with Mrs. McCosker.

DON E. GILMAN, NBC Pacific division vice-president, will return to San Francisco April 18 after spending a month on business in Chicago, New York and Washington.

JULES C. STEIN, president of the Music Corporation of America, returned to Chicago after a six weeks' European tour of the principal music centers.

RALPH McPHERSON, formerly associated with advertiser agencies in Chicago and Omaha, has been made commercial manager at KFOR, Lincoln, Neb. Russ Gibson has been added to the staff as announcer and pianist.

GEORGE MARTINSON, auditor of KTM, Los Angeles, has become its general manager.

PEGGY CLARKE, handling programs and commercial accounts for WJSV, Alexandria, Va., has resigned, effective April 1. Formerly she was with WOL, Washington.

ROB ROBERTS, the past four years commercial manager of KTAB, Oakland, has left the station to establish a radio advertising agency with quarters in the Call Building, San Francisco.

HARRY COGAN, Los Angeles attorney, has been appointed manager of KELW, Burbank, and Iris Parker, in charge of the office, has been promoted to assistant manager. Mr. Cogan succeeds Earl White.

BEHIND THE MICROPHONE

BLAIR WALLISER, author of the "Harold Teen" sketches and for the last two years on the staff of WGN, Chicago, has been named production manager of the station. He supervises the "Easy Aces" and Bob Becker act keyed to CBS from the WGN studios.

WHK, Cleveland, believes it has made a find in Ellis Van der Pyl, of Willoughby, O., who after a few auditions was selected to announce all the Cleveland Indians' games for the station and the Weidman Co., which sponsors them. A Yale graduate and director of athletics for the Ohio American Legion, Van der Pyle has an easy conversational style well adapted to the microphone.

BING CROSBY, CBS featured star, will return to Hollywood in May to continue making movies for Paramount. He is reported to have signed a contract for five films during the next three years which will net him $300,000.

HOWARD BAICHLY, formerly with KID, Idaho Falls, Idaho, has been appointed chief announcer for KFXM, San Bernardino, Cal.

THREE new members have been added to the staff of WCAU, Philadelphia: Stoney McLinn, sports writer, who will cover sports events; Vincent Rizzo, formerly director of the Paul Whiteman Havana Casino and Havana Jockey Club orchestras, as musical director, and Margaret Schaeffer, who wrote the book "Cathedral Street" under the pen name of Ann Michael, as continuity writer.

THE BRONZE MEDAL of the Poor Richard Club of Philadelphia, one of America's oldest advertising clubs, has been awarded to Milton Cross, veteran NBC announcer, for meritorious service in radio. Cross was winner in 1929 of the first medal of the American Academy of Arts and Letters awarded for excellent diction on the radio.

ROY RINGWALD has returned to KHJ, Los Angeles, to do a midnight organ concert nightly. He left the station two years ago to go to New York with Burtnett's vocal trio, later returning to KECA, Los Angeles.

HENRY HALSTEAD, whose orchestra has been favorably received over radio the past eight years, moved into the Blossom Room of the Roosevelt Hotel, Hollywood, early in April. He will be heard nightly over KHJ. His most recent radio work was over CBS from Kansas City.

BARBARA RAY has been signed by WIP-WFAN, Philadelphia, to handle the "Magazine of the Air," a morning commercial, and the "Town Tattler" program sponsored in the evening by several accounts.

MAE COOLEY, magazine writer, will write the script for the ballyhoo hour once a week from KMTR, Hollywood, to KRKD, Los Angeles, and KMPC, Beverly Hills.

ED CLELAND, formerly of WLVA, Lynchburg, Va., has gone to WLW, Cincinnati, as a continuity writer. He is a graduate of Boston University.

WESLEY B. TOURTELLOTTE, formerly organist at KHJ, Los Angeles, but off the air the past two years, has joined KECA for a three times a week organ concert from the hall of the Birkel Music Company, Los Angeles.

THE TASTYEAST JESTERS, composed of Dwight Latham, Guy Bonham and Wamp Carlson, together with Ford Bond, their announcer, and Lew White, organist, are to be principals in a movie short to be made in New York during early April. The Jesters are heard on NBC.

MELISSA MERRILL, one-time beauty columnist in San Francisco, has started a weekday unsponsored program over KECA, Los Angeles, mornings with a beauty chat to women audiences.

ARIZONA WRANGLERS, cowboy group at KNX, Hollywood, will go trouping again this summer to one-night stands in Idaho, Montana, Wyoming and Utah motion picture houses, according to reports.

AUSTIN MOSHER, baritone, and Jerry Kilgore, announcer, became fathers in March. They are both in the NBC San Francisco studios.

DR. JOHN MATTHEWS, conducting his "First Radio Church of the Air," over KNX, Hollywood, has inaugurated a Radio College of Religion affiliated with the Metropolitan University, Los Angeles. During a recent radio vesper service he was given an honorary degree of Doctor of Laws by the institution.

HENRY THIES, popular jazz maestro heard over WLW, Cincinnati, has signed a contract to go on a tour under the managership of the Music Corporation of America.

JOSEPH SAMPIETRO, music director at KOIN, Portland, Ore., with his bride, the former Harriet Whitford, has been touring in Southern California on a honeymoon.

XUM

IN THE CONTROL ROOM

JOE MULLEN, transmitter engineer of the Yankee Network, is author of an article on "The Slide Rule and its Use in Radio," featured in the April issue of "THE WAVE TRAP," published by the technical staff of the network.

JOHNNIE SCALES, formerly technician at KTM, Los Angeles, left recently to be with KGIX, Las Vegas, Nev. He returned to Los Angeles early in April and rejoined the KTM staff.

PAUL OARD, formerly with KCRJ, Jerome, Ariz., has gone to KFXM, San Bernardino, Cal., as chief technician.

DAVID W. KENNEDY, studio engineer at NBC's San Francisco headquarters, was married in March to Marianne Louise Sinclair in Berkeley.

BERNARD COOK, control engineer at WLW, Cincinnati, recently became the father of an eight-and-a-half pound son. Other members of the WLW "Dad's Club" (in existence two months) are Harry Holcomb, assistant production manager; Charles Burler, chief control engineer and Al Schuerling, technician.

R. C. BALLARD, formerly with RCA Victor, has joined U. S. Radio and Television Corp., Marion, Ind., as a television engineer. The same company has added E. C. Carlson, formerly with RCA, to its engineering staff.

I. T. & T., New York, announces the appointment of Gerald Deakin as vice-president and European technical director with offices in London. He has already left for his new post.

Radio Group Elects

SENATOR Wallace H. White, Jr. (R.) of Maine, was unanimously re-elected president of the American Section, International Committee on Radio, at a meeting in Washington April 12. Other officers, also reelected, are John W. Guider, vice-president, Howard S. LeRoy, treasurer, and Paul M. Segal, secretary. The Executive Council, also unanimously reelected, follows: William R. Vallance, chairman; A. L. Ashby, Radio Commissioner Thad H. Brown, Louis G. Caldwell, J. H. Dellinger and F. P. Guthrie. These nominations were made by a committee consisting of Lynne M. Lamm, radio correspondent for THE NEW YORK TIMES, and L. E. Whittemore, of A. T. & T.

As Lincoln Said—

NO BROADCASTING station can please "all of its listeners all of the time," said Radio Commissioner Thad H. Brown in his first public utterance since assuming that office. "Its task will be well done if it can please all of its listeners some of the time and some of its listeners all of the time." These words were spoken by Col. Brown April 2 over WORK, York, Pa., during its dedicatory program.

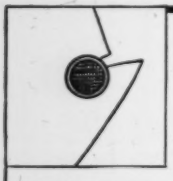
New Rules Boost Amateur Activities

GREATLY improved operating conditions in amateur radiotelephony are anticipated as a result of modifications in the Radio Commission regulations governing these stations. These modifications will effect widening of the principal amateur radiotelephone band, reduction of two other phone bands and restriction of telephone operation in general to amateur operators demonstrating special technical qualifications.

The 50 kc. sub-band beginning at 3,500 kc., which previously contained the bulk of amateur radiotelephone operation, has been doubled in width and located at the upper end of the amateur 3,500-4,000 kc. region, or at 3,900-4,000 kc. Operation on this band, together with that on the now halved 14,150-14,250 long distance phone territory, is restricted to those amateurs holding special licenses from the Department of Commerce, certifying special ability in radiotelephony.

Unrestricted amateur phone operation is thereby confined to two amateur bands, one from 1,875 to 2,000 kc., or half of the "160 meter band" in which beginner's and short-distance operation is carried on, and the other comprising the entire amateur 56,000 to 60,000 kc. band at "five meters," on which a great deal of purely local work is done.

The regulations comprise in detail a previous proposal made by the board of directors of the American Radio Relay League, the national amateur organization.



R. T. I. C. LAPEL-MIKE

Diameter 1¼ in. Wt. 1¼ oz.

A Real Working Instrument

Carbon granule type microphone, absolute fidelity, rugged, operates with any standard microphone amplifier. No equalization, performance comparable to any carbon mike.

NOT A TOY

***Write* for information on this and other microphones of the complete R. T. I. C. line.**

RADIO TELEVISION INDUSTRIES CORP.

Dept. B-1

130 West 42nd St. New York City

Copyright Fees Are Boosted

(Continued from page 6)

to the organization controlling the performing rights in the music, such as the Society, as well as to the record manufacturer.

The provision was incorporated upon the insistence of Brunswick, RCA Victor, Columbia and American phonograph companies. There has been no estimate as to how much money would be involved if the provision became a law. On the other hand, RCA Victor has indicated that it did not have in mind any assessment on records used as sustaining features, but that only such recorded presentations as were commercially sponsored would be subject to license, and then only moderately.

Music Sales Hard Hit

PHONOGRAPH record manufacturers, like the music publishers, contended that their unit sales have diminished appallingly as a direct result of the inroads of radio. Publishers assert sheet music sales now are inconsequential and that radio should make up the loss. The phonograph record manufacturers contended that phonographs and records are apparently on their way out.

Mr. Bellows said the NAB will fight the phonograph record copyright provision to the finish. Declaring that it was doubtful that the courts would uphold such a law, even if enacted, he was "hopeful" that the provision would be eliminated, either on the floor of the House or in conference between the House and Senate. "We are fighting the proposal because of the principle involved, rather than the immediate danger to broadcasters," he said.

In his report to the House covering the bill, Dr. Sirovich said the measure would modernize the existing law enacted nearly a quarter of a century ago. His first attempt at drafting a bill took into consideration the plight of the broadcaster, but a subsequent measure, (H. R. 10740) which he introduced March 25, was practically worthless from the radio standpoint. The final draft, as reported to the House, however, seems to incorporate a number of provisions acceptable to broadcasters, but, as previously stated, ignores the all-important copyright pool evil and injects the phonograph copyright issue.

The basic functions of the new measure are to vest copyright in the first instance in the author and to protect him all down the line; to fix the term of copyright for 56 years from the date of first publication or presentation of the work; to protect American works abroad by making it possible for the United States to adhere to the International Copyright Union; to give what Dr. Sirovich calls "complete protection for the use of works over the radio" as well as protection to any new rights which may develop in the future; to provide adequate protection for all innocent infringers, and finally to provide more reasonable methods of computing damages and awarding profits.

A section-by-section analysis of the measure, as viewed from the broadcasters' standpoint, reveals these provisions:

That works or parts of works are not copyrightable to the extent that they are substantially identical in expression to any previous work specifically mentioned as copyrightable in the measure.

That the owner of the copyright or any assignee or licensee shall not be entitled, where it shall appear to the court that the infringer acted in good faith, to any remedy under the act other than an injunction; but where such infringer has incurred a substantial expenditure or liability in connection with the exploitation, production or performance of the copyright work, the infringer shall be liable only for a reasonable license fee not in excess of $2,500 nor less than $25, and no injunction shall be issued. Also that the total damages and profits which the copyright owner or agent may recover shall not be in excess of $5,000 nor less than $100 in the case of a willful infringement of a publicly presented work.

That the recovery of such damages as the owner of the copyright infringed has suffered shall be based on prices currently paid for similar rights in copyright works of the same character, and that where the infringer establishes that he has acted in good faith, recovery shall be limited to an amount which will justly compensate the owner of the right infringed for the use made of the copyright or any right therein, and in determining the amount the prices currently paid for similar rights shall be considered.

That where the infringement complained of is contained in or is part of the paid advertising matter, the remedies of the owner of the right infringed shall be available only against the advertiser and advertising agency, and, in the cause of any other infringer, confined to an injunction, subject to the provisions against the future presentation of such advertising matter.

That none of the remedies to the author or other owner of the right infringed shall apply, among other things, to the public performance of a copyright musical composition not for profit; to the performance of a copyright musical work by a recognized charitable, religious, fraternal, agricultural, or educational organization solely for charitable, religious, or educational purposes; to the reception of any copyright work by the use of a radio receiving set or other receiving, reproducing, or distributing apparatus, except where admission fees, cover charges, operating charters or similar charges are made, or the fair use of quotations from copyright matter provided credit is given to the copyright owner or the work quoted.

That upon the conclusion of the action or other proceeding resulting in a judgment against the copyright claimant the court may, in its discretion, award a reasonable attorney's fee to the successful party.

That the term "reception," as used in the bill, does not include rebroadcasting or transcribing or otherwise recording of copyright work, and that "admission fees," "operating charges," and "similar charges" do not include room charges and apartment rentals (as applied to hotels and the like).

KELLOGG'S Singing Lady, a children's feature, built and produced at WGN, Chicago, has added 11 stations to its NBC network of 13. They are: WIBA, WEBC, WBAY, KFYR, WTMJ, KTSP, KVOO, WKY and KPRC.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WEEI, Boston, reports the following new accounts: Quaker State Oil, 13 transcriptions, April 1 to June 24, through Scott Howe Bowen; King Arthur Flour, 13 transcriptions, March 28 to June 24, through Scott Howe Bowen; State Mutual Life Assurance Co., five programs, March 9 to April 6, Louis Glasser Agency; United Drug Co. (Rexall), 9 programs, March 6 to May 1, Thompson-Koch Co., New York; Glidden-Hyde Co. (Tripletoe hosiery), 14 programs. March 18 to June 17, Chambers & Wiswell, Inc.; and a renewal, Wadsworth-Howland.

KTAB, San Francisco, will be used by the Smith News Co., San Francisco, and E. G. Neilson, Oakland, both wholesale magazine distributors, with two 15-minute periods weekly to stimulate news-stand sales. An afternoon program will bring "Sally," who will discuss current issues of periodicals, whereas the night program will dramatize a story from "Liberty" and advertise "Hit of the Week" phonograph records.

NEW YORK office of Scott Howe Bowen has placed a series of weekly transcriptions over both KFWB and KNX, Hollywood, for the Quaker State Oil Co., Oil City, Pa.

NEW ACCOUNTS at WIP-WFAN, Philadelphia: Tennessee (Loma fertilizer makers), time signal daily except Sunday; Alfred Lowry & Bros., Bungay Wold Corp., Florida Citrus Growers, General Baking Co., Phillips Packing Co., participating in Home Economic Period; Wudmer's Grape Products.

ARTHUR E. CRUSSE, mortician, is sponsoring the Sunday night edition of the news at KNX, Hollywood, while the Weaver Jackson Co., hairdressers, have taken the time immediately following the noonday news once a week.

CHAPPEL BROTHERS, Rockford, Ill., (animal food) on March 27 started male quartet on KPO, San Francisco, Sunday, 5 to 5:15 p. m., PST. Rogers & Smith, Chicago, handles the account.

NEW ACCOUNTS on WNAC, Boston, include Sleeper Products, placed through N. W. Ayer and Son and General Mills, Minneapolis (Bisquick) placed through the McCord Co., Minneapolis. The latter account is also on WEAN, Providence, and WICC, Bridgeport.

DR. FRANK McCOY, Brack Shops, Los Angeles, started to use KTM, Los Angeles, on April 1 for three months with twice daily (except Sundays) health talks. Author of a book on diet and lecturer on KHJ for several years, Dr. McCoy has opened a branch office in Oakland, Cal., and plans to deliver radio talks in the north later.

McCOY LABORATORIES, Inc., New York, (cod liver oil tablets) is placing the Rajput transcription series, noted for its success for Dr. Strasska's toothpaste, over six Canadian stations through Harold D. Frazee & Co., New York. A test campaign with the same series is being conducted on WSB, Atlanta, and WNAC, Boston, preparatory to possible wider use, if successful, by Lambert Pharmacal Co., St. Louis, (Listerine).

VALVOLINE OIL Co., New York, has taken time on KTM, Los Angeles, with a transcription once a week. Order was placed through National Radio Advertising Co., New York City.

WOR, NEWARK, reports the following new accounts and renewals: United States Lines, 13 weeks, through Lord & Thomas and Logan, New York; The Manhattan Soap Co. (Sweetheart soap), every Thursday until July 7, through Peck Advertising Agency, New York; Crowell Publishing Co. (Woman's Home Companion), year's contract, every Wednesday, through Martin-Pilling-Shaw, Inc., Philadelphia; Governor Clinton Hotel, renewal of 13-week contract; I. J. Fox, New York fur house, daily time announcement, through Peck Advertising Agency, New York; The John F. Jelke Co., Chicago, (margarine) tri-weekly through April, National Radio Advertising, Inc., Chicago; Closet Moth-Proofer, Inc., April 11 to May 6, Arthur Rosenberg Co., New York; International Vitamin Corp., New York, year's contract, featuring Health Commissioner Shirley Wynne, Stack-Gobel, Inc.; The Hoffman Beverage Co., renewal for 26 weeks; William S. Scull Co., Camden, N. J., (Bosco) 13 weeks from April 11, F. Wallis Armstrong Co., Philadelphia.

WCCO, Minneapolis, reports the following new accounts: Northwest Ice Cream Manufacturers Association, 15 minutes twice a week, through Addison Lewis and Associates, Minneapolis; Burma Shave Co., 15 minutes semi-weekly, Batten, Barton, Durstine and Osborn, Minneapolis; Fitzpatrick Brothers (Kitchen Klenzer), 15 minutes once a week, Airway Sales Engineers, Chicago; Virginia Snow Studios (Collingbourne mills), 5 minutes once a week, Rogers & Smith, Chicago; Marcus-Lesoine, Inc., (Lovalon), 5 minutes three times a week, Erwin, Wasey & Co., San Francisco; Luther Ford Co. (Mrs. Stewart's bluing), 5 minutes twice a week, Erwin, Wasey & Co., Minneapolis.

HORN & HARDART Co., New York, on April 17 renews its contract for the Sunday 11 to 12 noon period over WABC, New York, featuring a Children's Hour. Contract is to run 52 weeks. Roden-Clements Co., Philadelphia, handles the account.

SPOT announcements proved so successful for a local dentist that he has begun using 5-minute programs on WMBD, Peoria. The same station recently featured a radio tour of the packing plant of Wilson Provision Co., local sponsor, with Bill Abbott, Lewis Neff and Rocky Austin telling the audience direct from the plant "how a hog became bacon."

SWIFT & Co., Chicago (Vigoro), on March 20 started a series of weekly transcriptions for eight weeks over WBEN, Buffalo; WOKO, Albany, and WHEC, Rochester. The transcriptions were produced by National Radio Advertising, Inc., and placed through J. Walter Thompson Co., Chicago.

WHK, Cleveland, WFBM, Indianapolis, and WOAI, San Antonio, are being used by Lane Cedar Chest Co., Chicago, placing a script feature. Henri, Hurst & McDonald, Chicago, handles the account.

BANK OF AMERICA, San Francisco headquarters, early in April announced an extended series of weekly broadcasts over two NBC stations, KPO, San Francisco, and KFI, Los Angeles. Public men will speak during the series. For the first few weeks the program will originate in Los Angeles with the speeches and switch to San Francisco for the musical interludes. "The Good Times Program" captions the series, given at 8:15 p. m., PST, Saturday.

WGAL, Lancaster, Pa., reports that McCormick & Co., Baltimore (mayonaise) has contracted for twenty-six 15-minute morning organ programs; My-T-Fine Corp., Philadelphia (candy) same feature; Marco Products Co., Mountville, Pa. (Marco Medical Rub) a series of short sketches and spot announcements; N. V. Potash Export, Inc., weather reports for eight weeks, and Lanco Service Stores, local independent grocers, co-sponsoring with national advertisers.

ADDITIONAL accounts reported by WIP-WFAN, Philadelphia: Lindlahr's Magazine, Inc., New York publishers, daily and Sunday morning talks on features in the magazine for one year; Reefers No-Moth, Inc., New York (Inject-o), participation in daily home economic period; Kruschen Salts, daily 7, 8 and 9 p. m. time signals.

WFAA, Dallas, has been added to the list of stations conveying the "Centerville Sketches" recorded feature sponsored by the Charles E. Hires Company (root beer) through the Mark O'Dea agency. The sketches are directed by Leonard E. L. Cox, now with Scott Howe Bowen, Inc., New York.

ARROWHEAD Springs Water Co., Los Angeles, (water and springs of San Bernardino county has taken a 15-minute period Sunday nights through the summer months on KFWB, Hollywood. Question and answer method of presenting facts about the Olympic games will be used.

HONES DAIRY FARM, Fort Atkinson, Wis., late in March began a series of 13 transcription programs over KSTP, St. Paul, as a test to determine whether to continue with a national campaign next autumn.

NEW ACCOUNTS at KFOR, Lincoln, Neb.: Gooch Milling & Elevator Co., Vita-Noid, Earl Coryell gasoline station and Lincoln School of Commerce, all local.

NETWORK ACCOUNTS

H. J. HEINZ Co., Pittsburgh (rice flakes) on April 12 started "Joe Palooka," of comic strip fame, on 55 CBS stations, Tuesday and Thursday, 6:45 to 7 p. m., EST, and rebroadcast, 11:15 to 11:30 p. m., EST. Young & Rubicam, Inc., New York, handles the account.

THE TEXAS Co., New York (gasoline and oil) on April 26 starts program (undecided) on NBC-WEAF and supplemental networks, Tuesday 9 to 10 p. m., EST. Hanff Metzger, Inc., New York, handles the account.

THOMPSON PRODUCTS Co., Cleveland, O., (auto accessories) on April 13 started musical program on NBC-WJZ network, Wednesday, 8:45 to 9 p. m., EST. H. W. Kester & Sons, Chicago, handles the account.

WILLIAM WRIGLEY, Jr., Chicago, (chewing gum) on April 4 started sponsoring Mr. and Mrs. Ely Culbertson in bridge lessons on NBC-WEAF and Canadian networks, Monday, Wednesday and Friday, 4:30 to 4:45 p. m., EST. Frances Hooper Advertising Agency, Chicago, handles the account.

GENERAL MILLS, Inc., Minneapolis, (flour) on March 30 started Betty Crocker in cooking talks on NBC-WEAF and supplemental networks, Wednesday and Friday, 10:45 to 11 a. m., EST. The McCord Co., Minneapolis, handles the account.

JOHN SHEPARD, 3rd., reports the following new accounts for the Yankee network: C. M. Kimball Co., Winthrop, Mass., (Red Cap polish) through Broadcast Advertising, Inc.; Minnesota Valley Canning Co., Le Seuer, Minn., (Del Maiz products); J. L. Prescott, Passaic, N. J., (Black Iron stove polish) through Chambers & Wiswell Agency; Three Minute Cereal Co., Cedar Rapids, Ia., through Belcher-Cale-Maxwell.

GOODALL WORSTED Co., Sanford, Me. (summer suitings) on May 12 begins a series of 13 broadcasts over six groups of 7 to 23 CBS stations, featuring J. C. Flippen and Phil Spitalny's orchestra, 10:45 to 11 p. m., EST. Lawrence C. Gumbinner Advertising Agency, New York, handles the account.

J. A. FOLGER and Co., Kansas City, Mo., (coffee) on April 4 renewed contract for "Judy & Jane" on 13 CBS stations, Monday and Friday, 2:15 to 2:30 p. m., until April 25 then 3 to 3:15 p. m., EST. Blackett-Sample-Hummert, Chicago, handles the account.

ZORO Co., Chicago, (moth cakes) on April 25 starts three groups of broadcasts over 29 CBS stations, program to be decided later. First group to go on air Monday, Wednesday and Friday, 12:45 to 1 p. m., DS, for three weeks; second, Monday and Friday, same time, two weeks; third, Friday, same time, four weeks. Faxon, Inc., Chicago, handles the account.

WILLIAM ROGERS & Son, division of International Silver Co., Meriden, Conn., (silverware) on April 5 started year's contract over 21 CBS stations, presenting Brad & Al, Tuesday and Thursday, 8:45 to 9 a. m., EST, until April 24, then 9:45 to 10 a. m., DS time. Benton & Bowels, New York, handles the account.

BAYER Co., Inc., New York, (aspirin) on April 17 renews "American Album of Familiar Music" on NBC-WEAF, Canadian and supplemental networks, Sunday, 9:15 to 9:45 p. m., EST. Blackett-Sample-Hummert, Inc., Chicago, handles the account.

SINCLAIR REFINING Co., New York, (gasoline and oil) on April 11 started minstrel show on NBC-WJZ network, Monday, 9 to 9:30 p. m., EST. Federal Advertising Agency, New York, handles the account.

THE WANDER Co., Chicago, (Ovaltine) on May 9 starts "Little Orphan Annie" on NBC-KPO network, daily except Sunday, 5:45 to 6 p. m., PST. Blackett-Sample-Hummert, Inc., Chicago, handles the account.

GENERAL MILLS, Inc., Minneapolis (flour, cereals, Wheaties) on April 19 renews over 31 CBS stations, Tuesday at 10:15 to 10:30 p. m., and Wednesday, 9 to 9:15 p. m. The McCord Co., Minneapolis, handles the account.

RATH PACKING Co., Waterloo, Ia., on April 8 began a Friday 10:50 to 11:10 a. m., PST, over the NBC-KGO network of 9 stations, featuring a food talk. Young & Rubicam, New York, handles the account.

BORDEN SALES Co., New York, on May 6 begins a Friday, 11:30 to 11:45 a. m., PST, series over 7 NBC-KGO stations. Young & Rubicam, New York, handles the account.

O'CEDAR Corp., Chicago, on April 5 began a twice weekly series called the "O'Cedar Melody men" from Chicago, heard Tuesday and Thursday, 8:45 to 9 a. m., PST, over 6 NBC-KGO stations. Hays MacFarland & Co., Chicago, handles the account.

IODENT CHEMICAL Co., Detroit, on April 10 began a Sunday, 1 to 1:15 p. m., PST, series over 9 NBC-KGO stations. George Harrison Phelps, Inc., Detroit, handles the account.

XUM

TRANSCRIPTIONS

WYETH CHEMICAL Co., New York (Jad Salts) is sponsoring a thrice weekly series of transcriptions featuring Tess Gardella, blues singer and noted as Aunt Jemima in Ziegfield's "Show Boat," with Fred Behrens and orchestra. The account is placed on 13 western stations by World Broadcasting System.

PHOENIX HOSIERY Co., Milwaukee, for the third time has renewed its contract with National Radio Advertising, Inc., for a series of transcriptions featuring the "King's Jesters" and orchestra weekly over 35 stations. J. Walter Thompson Co., Chicago, handles the account.

J. F. JELKE & Co., Chicago, (oleomargarine) is repeating its contract for five-minute spot programs, with National Radio Advertising, Inc., placed on 15 stations. Collins, Kirk & Co., Chicago, handles the account.

THOMPSON-TAYLOR Co., Chicago, (root beer) in May will place a series of transcriptions over 20 stations. The series is being produced by National Radio Advertising, Inc., Mason-Warner Co., Chicago, is the agency handling the account.

EIGHTEEN stations in the east will broadcast the Scott Howe Bowen, Inc., recorded feature "Rajput: Hindu Secret Service Agent," sponsored by the Lambert Pharmacal Co. (Listerine). The same program is heard under the sponsorship of the Chase Candy Company and the American Chicle Company in the midwest and Pacific Coast sections of the country.

NORMAN CRAIG, of Scott Howe Bowen, Inc., New York, made a brief trip to Atlanta, Georgia, to service the Pebeco program.

THE McCANN ERICKSON agency, through Scott Howe Bowen, Inc., has placed the Chandu program on sixteen additional stations in the East for the Beech-Nut Packing Company. This brings the Eastern outlets for the recorded feature to a total of 22.

KEILSON and Waxelbaum, of 205 East Forty-second Street, New York, has produced a series of transcription programs, entitled "Songs of Israel," which consists of ancient Jewish songs and music. The feature may be heard each Thursday, 8 to 8:15 p. m., PST, over KFAC, Los Angeles. The programs advertise matzohs and feature noted Jewish singers.

WORLD BROADCASTING SYSTEM is producing a new series of 15-minute transcriptions for local or sectional sponsorship, entitled "The Musical Exchange." An orchestra with Adele Starr, crooner, formerly with WTAM, Cleveland, and heard on NBC and CBS, and Sid Gerry, baritone, now with Ziegfeld's "Follies of the Air" and the "United Artists Danderine" on CBS, are featured. The selections are introduced in a novel and amusing manner by a switchboard operator.

PROSPECTS

RADIO will be used along with general magazines in the new campaign of the d'Or Products Co., Cleveland (cosmetics). Sharp & Associates, Cleveland, has been appointed to handle the account.

ANGELA VARONA, New York, (beauty preparations) will use radio in a new campaign. Reimers, Whitehill & Sherman, New York, will handle the account.

E. GRIFFITH HUGHES, Rochester, N. Y., (Kruschen Salts) is placing spot announcements two and three times nightly on about 25 stations and will use more if the test campaign proves successful. Harold D. Frazee & Co., New York, handles the account.

KALAMAZOO STOVE Co., Kalamazoo, Mich., will use part of its new $200,000 advertising budget on local broadcasting along with other media. Green, Fulton, Cunningham Co., Chicago, handles the account.

GENERAL WESTERN FACTORS, Ltd., 108 West 6th St., Los Angeles, (corn callous compound), through its president, E. C. Gatlin, has announced that it purchased the Cactus Remedy Co., of Kansas City. Plans called for the removal of the manufacturing and distributing headquarters to Los Angeles in April. Coincident with the merger, it was announced that the Glasser advertising agency, Los Angeles, would take over the advertising, including a magazine campaign, certain newspapers and the possible use of radio in some parts of the country.

SINCLAIR REFINING Co., New York, this month is inaugurating its largest sales promotion campaign and plans to use radio along with newspapers and magazines. Sylvester M. Morey is advertising manager of the company, and the Federal Advertising Agency, New York, handles the account.

EQUIPMENT

WMAZ, Macon, Ga., will move the latter part of this month to its new studios in the Bankers Health and Life Insurance Co. building. The studios have been made acoustically correct by the use of Celotex. WMAZ has also recently installed Western Electric speech input equipment and a 33 1/3 turn-table manufactured by the Starr Co. and known as the Gennett synchronizer. It has also ordered the latest automatic crystal control equipment and frequency checking device from the Graybar Electric Co.

A LAPEL microphone only 1¼ inches in diameter and weighing 1¼ ounces has been perfected by Radio Television Industries Corp., New York, and now is being marketed. The mike is of the carbon granule type and is said to afford absolute fidelity, being comparable in performance to any carbon mike.

WESTERN ELECTRIC Co., New York, has issued a new bulletin covering its radiotelephone equipment for private fliers, which is available upon request.

STATION NOTES

TO OBTAIN more data on the efficiency of its new 50 kw. half-wave antenna, WABC, New York, this month is conducting after-midnight experiments on 800 kc., in addition to its assigned frequency of 860 kc. On the former frequency the engineers believe they can determmine whether the antenna mast should be raised or lowered for best results on 860.

KSD, operated by the St. Louis Post-Dispatch, St. Louis, recently celebrated its tenth anniversary. Taking the air in March, 1922, the station was the first to receive a Class B license from the government.

CARRIER PIGEONS were used by engineers of KSTP, St. Paul, recently in reporting to the station their findings in an extensive survey of reception throughout the northwest following the installation of a 50,000-watt transmitter.

THE WURLITZER pipe organ installed recently by WKJC, Lancaster, Pa., was dedicated with a special program on March 30. WKJC claims to be the first 100-watt station in the country to install a pipe organ in its studios.

WESTINGHOUSE has been experimenting this month with the simultaneous broadcasting of a program over both KDKA and its short wave outlet W8XK, the latter for rebroadcasting foreign countries. The stations are hooked together for the entertainment, but a split is made whenever there is a speaking part. The announcements over W8XK are made in Spanish.

MESSAGES by mail and wire indicate that the new 1 kw. transmitter installed recently by the Los Angeles Broadcasting Company for KFAC has "the proper strength and quality," according to officials of the station. The first program from the new studios in the penthouse atop the Auburn-Fuller Company building took the air at 6:30 a. m. on March 29. The new equipment has cost $115,000.

WKJC, Lancaster, Pa., has been supplying its listeners regularly for the past four years with all information prepared for broadcasting by the U. S. Department of Agriculture. Besides the daily Housekeeper's Chats and Farm Flashes, the program include Chats with the Weatherman, Uncle Sam's Naturalist, Health Talks and the Sportsman's Friend. WKJC is also the only station in the east which regularly broadcasts the Arlington time signals.

KGU, Honolulu, known as "The Voice of Hawaii," will celebrate its tenth anniversary May 11. Special broadcasts have been arranged, some of which may be relayed to the NBC network, with which the station recently became affiliated, getting its programs via short waves from San Francisco. The station was the thirty-second to be licensed.

WAGM, Presque Isle, Me., claims to have the youngest staff of employes of any broadcasting station. The average of the five employees is 22 years. Harold Lloyd, manager, program director, continuity writer, studio pianist, soloist and announcer is 23; Lester Hughes, chief engineer, soloist and studio technician, is 23; Lewis G. Hersey, treasurer, bookkeeper, publicity director, continuity writer, soloist and announcer is 27; Robert W. MacIntosh, chief operator, is 19; Lawrence A. Briggs, advertising manager, continuity writer and salesman, is 21.

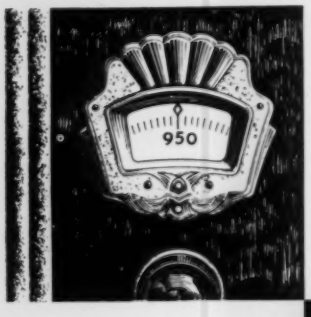
AGENCIES AND REPRESENTATIVES

McJUNKIN ADVERTISING Co., Chicago, has added H. Leopold Spitalny, former musical director for the Balaban & Katz theaters and now handling several radio programs, to its staff to handle talent and programs for its radio account.

MYRON P. KIRK, formerly with NBC's commercial staff in Cleveland, has joined the H. Jack Lang agency of Cleveland as manager of radio advertising.

JOSEPH R. SPODEA, in radio for several years in Chicago, has been placed in charge of the Detroit office of Scott Howe Bowen, Inc., with Miss Irene Davis, previously of the New York office, as assistant. Arthur F. Chapin, formerly with the REVIEW OF REVIEWS, has been named manager of the Boston office, now at 950 Park Square.

RADIO PUBLICITY Co., now located at 203 No. Wabash, Chicago, has been named Chicago representative of KRMD, Shreveport, La. Among the accounts being placed by Radio Publicity are the S. M. S. Herb-Nu Co.; The American School of Chicago; McCarrie School of Mechanical Dentistry, and Ozarka, Inc. (Ozark radios).



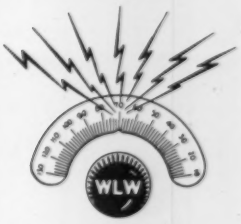
LET THE DIALS
of this Great Trade Territory
TUNE IN
YOUR SPRING MESSAGE
ON KMBC
MIDLAND BROADCASTING CO.. KANSAS CITY. MO.

A Key Station of the Columbia Broadcasting System, originating regular daily programs to stations west of the basic network.

WLW

"the Nation's Station"

Near the Center of the Dial



Near the Center of Population

. . . Unsurpassed Power . . . in an Enviable Location

WHEN you advertise over WLW, your sales message is powered by 50,000 watts and is broadcast from "near the center of population" on a cleared channel with 100% modulation.

The story of your product goes out in all directions to the millions of responsive radio listeners in the rich industrial and farm markets of the Middle West. For details, send for our handsome, free, 72-page brochure.

■

The "Threesome," WLW harmony team is representative of the extraordinary talent on the WLW staff. Millions depend on WLW for daily radio entertainment.

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., President

CINCINNATI

SPRING RAINS

and

SUNSHINE

Combined with heavy winter snows have improved the morale of the people of the

Middle North West

Like the drouth of 1931, the depression is broken. People are buying and whether it is washing machines, or refrigerators; baby chicks or cattle; cosmetics or automobiles;

You

have a wonderful opportunity to cash in

◆

Reach This Market

in

North Dakota, Minnesota, South Dakota and Nebraska

through

WNAX

Yankton So. Dakota

PROGRAM NOTES

NBC's Pacific Division reviewed five years of progress in a two-hour broadcast on its anniversary, April 5. A portion of the dedication program, which was originally broadcast from the Hotel St. Francis, San Francisco, and excerpts from eight programs presented during the week of April 1, 1928, were offered.

THE FILM rights of Chandu, the Magician, have been sold to the Fox Film Corporation, according to Harry A. Earnshaw, president of Earnshaw-Young, Inc., of Los Angeles, which owns and produces the popular radio serial.

STAFF ENTERTAINERS of KFOR, Lincoln, Neb., recently staged a show at the local veterans' hospital. The program was broadcast by remote control.

YEARS ago KFOX, Long Beach, Cal., established the policy of barring visitors at all times from its studios, but in order that the public might see the talent at some time or other it has staged a radio revue nearly every year. The 1932 presentation has been scheduled for April 16 in the municipal auditorium with the entire cast in revue.

FOLLOWING the lead of the New York Advertising Club, the Newark Athletic Club is broadcasting its weekly luncheon over WOR, Newark. Both clubs make it a point to have outstanding speakers at these luncheons.

THE CAST of the KFWB (Hollywood), hi-jinks program on April 2 launched a series of personal appearances without, however, interfering with the Sunday night program sponsored by Franco American Baking Co., Los Angeles.

BOTH the ATLANTA CONSTITUTION, which formerly owned what is now WGST, and the ATLANTA GEORGIAN, Hearst newspaper, are buying time for news flashes over WGST, Atlanta. The station claims that Roy Roberts, i's "Newscaster," scored a scoop on the Lindbergh kidnapping with his broadcast flash at 10:15 p. m., CST, March 1. The GEORGIAN'S flashes are known as "The Globe Trotter" and are conducted by Mike Thomas, reporter of the newspaper who devotes most of his time to their preparation.

LOCAL TALENT entirely was used by WEEU, Reading, Pa., on Palm Sunday, when it broadcast the initial program by its 35-piece orchestra of John Stainer's Lenten cantata "The Crucifiction," with a chorus of 50. The performance was given in a local theater under auspices of the station. No admission was charged and 2,500 attended.

MORE THAN 30 lion roars were recorded before the proper one was found for the Monarch Foods program, heard on WGN, Chicago. A lion in the Cincinnati zoo did the trick.

KECA, Los Angeles, has started a new weekly feature by Robert G. Wulff, chemical engineer, as "The Common Sense of Science," with intimate chats on science in everyday life.

NEW YORK state police have been accorded a daily period for broadcasting special information over WOKO, Albany, by Harold E. Smith, general manager. Announcers have been drafted from the ranks of the state troopers.

A NOVEL commercial announcement has been evolved by Lyn (Headline) Willis, the Betholine news reporter on WIP-WFAN, Philadelphia. In the midst of his news flashes he breaks in with: "And here's some good news from your home town. You can get Betholine gas . . ."

A REENACTMENT of a Congressional debate on the seed loan between Representative Jones, of Texas, speaking for the farmer, and Representative Luce, of Massachusetts, speaking for the eastern financial interests, was broadcast recently over WJAG, Norfolk, Neb., by means of an electrical transcription. Representative Howard, of Nebraska, supervised the production in Washington.

THE NATIONAL Advisory Council on Radio in Education, with the cooperation of the American Political Science Association, on April 5 started a series of 14 broadcasts over a nation-wide NBC-WJZ network each Tuesday, 8 to 8:30 p. m., EST and DS. The subject of the forum is "About Your Government," and the speakers include prominent educators, economists, historians and journalists. The following stations are carrying the series: WWNC, Asheville, N. C.; WBAL, Baltimore; KGHL, Billings, Mont.; KGIR, Butte, Mont.; WLS, Chicago; WCKY, Cincinnati; WFLA, Clearwater, Fla.; WGAR, Cleveland; WIS, Columbia, S. C.; KOA, Denver; WJDX, Jackson, Miss.; WREN, Kansas City, Mo.; KECA, Los Angeles; WIOD, Miami; WSMB, New Orleans; KOIL, Omaha, Neb.; KTAR, Phoenix, Ariz.; WPTF, Raleigh, N. C.; WHAM, Rochester; KSL, Salt Lake City; KFSD, San Diego; KYA, San Francisco; KPO, San Francisco; KJR, Seattle; KTBS, Shreveport, La.; KGA, Spokane, Wash.; KWK, St. Louis; KVOO, Tulsa, Okla.; and WRC, Washington.

"PEOPLE WHO BREAK the Law: What to do With Them," will be the general title of a new series of quarter hours over KOA, Denver, through the spring. Faculty members of the University of Colorado's law school will lecture once a week.

L. A. WEISS, manager of KHJ, Los Angeles, has started a weekly series of talks to fans on radio. This is his first microphone work.

WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

"STATION TESTED"

WOR spends a fortune each year testing programs on the air so you may sponsor a feature which will bring results immediately. • Synopses and prices of *"Station-Tested"* programs will be quoted upon request.

BAMBERGER BROADCASTING SERVICE, INC.

NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY · New York City

Successful Radio Programs

result largely from a shrewd selection of appropriate talent. . . . A clever choice of capable artists may be effected by consulting with NBC ARTISTS SERVICE. . . . This organization, presenting a more brilliant array of representative artists than any other agency of its kind, offers an unusual service to broadcast advertisers. . . . Incidentally, this wide range of talent and the extensive facilities of NBC ARTISTS SERVICE are available for all forms of public entertainment and private functions, including lectures, concerts, banquets, conventions, dances, recitals, stage productions, motion pictures and phonograph recording. . . . Inquiries will receive immediate attention.

★ ★ ★ ★ ★ ★

NBC ARTISTS SERVICE • 711 FIFTH AVENUE • NEW YORK CITY

GEORGE ENGLES . . . MANAGING DIRECTOR

BOSTON WASHINGTON SCHENECTADY CHICAGO
DENVER PORTLAND, ORE. SAN FRANCISCO LOS ANGELES

POPULARITY THAT PAYS!

WLS Again Proves The Experts Wrong!

Saturday night, March 19, Radio Station WLS broadcast its regular Saturday night Barn Dance program from the 8th Street Theatre in Chicago. An admission charge of 50 cents for adults and 25 cents for children was made.

Various experts said it wouldn't pull—or it wouldn't broadcast satisfactorily. And it did both. The theatre was filled to capacity *twice* and over 500 were turned away at the box office because of lack of room. Listeners outside said the air reception to the program was perfect.

It isn't the first time WLS has upset accepted theories. A year ago at the International Livestock amphitheatre over 12,000 people on one night paid 25 cents each to see this same program broadcast in a drive for charity funds. At the Indianapolis State Fair, 7,500 people paid 50 cents each and at Springfield, 3,500—capacity houses in each case.

Then on the air—advertisers told us "afternoon is no good." But *one* five-minute broadcast alone brought requests for 7,650 catalogs on home needlework. A half hour on Sunday afternoon, 10,000 requests for free samples. And on Saturday morning "when the children are all out at play," a single fifteen-minute program brought over 5,000 drawings, all from children of under 15 years.

Such results—duplicated almost daily—are the result of genuine station popularity. WLS knows its audience; knows what they like—and knows how to produce programs of such popularity to listeners that they pay advertisers.

After all, isn't that what advertisers want?

50,000 Watts • 870 Kilocycles Clear Channel

The Prairie Farmer Station

50,000 Watts • 870 Kilocycles

1230 WEST WASHINGTON BLVD., CHICAGO, ILL.

BURRIDGE D. BUTLER, *Pres.* GLENN SNYDER, *Station Manager*

Newspapers Affiliated With Radio . . .

(*Continued from page 8*)

TEXAS

WFAA, Dallas — Owned by Dallas News and Journal.
WBAP, Fort Worth—Owned by Fort Worth Record-Telegram and Star-Telegram.
KRLD, Dallas — Owned by Dallas Times-Herald.
WRR, Dallas — Affiliated with Dallas Dispatch.
KPRC, Houston—Owned by Houston Post-Dispatch.
KTLC, Houston—Affiliated (corporate) with Houston Post-Dispatch.
KFUL, Galveston—Owned by Galveston News and Tribune.
KTSA, San Antonio—Affiliated with San Antonio Light (Hearst).
WOAI, San Antonio—Affiliated with San Antonio News and Express.
WACO, Waco—Affiliated with Waco News Tribune.
KWWG, Brownsville — Operated by Brownsville Herald; owned by City of Brownsville.
KGFI, Corpus Christi—Affiliated with Corpus Christi Caller and Times.
KGKL, San Angelo—Affiliated with San Angelo Standard-Times.

UTAH

KSL, Salt Lake City—Fifty per cent owned by Salt Lake Tribune.

VERMONT

WCAX, Burlington—Owned by Burlington Daily News.
WDEV, Waterbury—Owned by Waterbury Record.

VIRGINIA

WJSV, Alexandria—Owned by Independent Publishing Co., publishers, The Fellowship Forum; affiliated with Washington Herald (Hearst).
WDBJ, Roanoke—Owned by Roanoke Times and World News.

WASHINGTON

KOMO, Seattle—Affiliated with Seattle Post-Intelligencer (Hearst).

WEST VIRGINIA

WHIS, Bluefield—Owned by Bluefield Telegraph.
WSAZ, Huntington—Affiliated with Huntington Advertiser and Herald-Dispatch.

WISCONSIN

WTMJ, Milwaukee—Owned by Milwaukee Journal.
WISN, Milwaukee—Owned by Milwaukee Wisconsin News (Hearst).
WIBA, Madison — Owned jointly by Madison Capital Times and Wisconsin State Journal.
WEBC, Superior-Duluth — Affiliated (corporate) with Superior Telegram.
WCLO, Janesville—Owned by Janesville Gazette.
KFIZ, Fond du Lac—Owned by Fond du Lac Commonwealth Reporter.
WRJN, Racine — Owned by Racine Journal-News.
WHBL, Sheboygan—Owned by Sheboygan Press.

HAWAII

KGU, Honolulu—Owned by Honolulu Advertiser.
KGMB, Honolulu — Affiliated with Honolulu Star-Bulletin.

CANADA

CHNS, Halifax, N. S.—Owned by Halifax Herald.
CKAC, Montreal, Que.—Owned by Montreal La Presse.
CKCI, Quebec City—Owned by Quebec La Soleil.
CKGW, Toronto, Ont.—Affiliated with Toronto Evening Telegram.
CFCA, Toronto, Ont.—Owned by Toronto Star.
CKNC, Toronto, Ont.—Affiliated with Toronto Mail and Empire.
CFRB, Toronto, Ont.—Affiliated with Toronto Globe.
CHCS, Hamilton, Ont.—Owned by Hamilton Spectator.
CJGC, London, Ont.—Owned by London Free Press.
CKCK, Regina, Sask.—Owned by Regina Leader.
CFAC, Calgary, Alta.—Owned by Calgary Herald.
CJCJ, Calgary, Alta.—Owned by Calgary Albertan.
CJCA, Edmonton, Alta.—Owned by Edmonton Journal.
CKCD, Vancouver, B. C.—Owned by Vancouver Daily Province.

CUBA

CMCX, Marianao — Owned by El Mundo.

MEXICO

XEX, Mexico City—Owned by Mexico City Excelsior.

Decennial of First News Broadcast is Celebrated

WWJ, Detroit, Pioneer American broadcasting station, on April 3 celebrated the tenth anniversary of the first time in the history of the Associated Press that radio was used in the dissemination of news. The occasion was one of the worst blizzards in Michigan's history, and the news-announcer was David J. Wilkie, Detroit correspondent of the Associated Press.

With all of the older forms of communication blocked, Wilkie accepted the invitation of THE DETROIT NEWS to read his dispatches over WWJ, which it operates, in the hope that they would be picked up outside the city. Until several days later when he received copies of papers carrying the dispatches, he did not know whether the broadcast had been successful.

RCA

FREQUENCY MEASURING SERVICE

Accurate measurements of your station frequency when you need them most.

Do you comply with General Order 116?

JUNE 22 WILL SOON BE HERE.

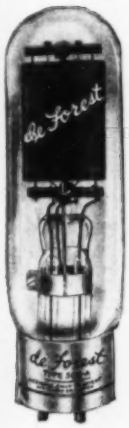
R. C. A. COMMUNICATIONS, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET NEW YORK, N. Y.

Prompt Deliveries *from* warehouse stocks

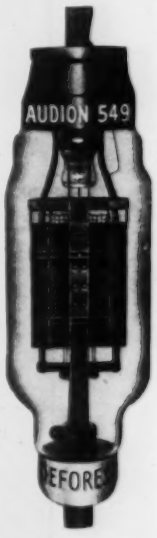
FOR the convenience and protection of broadcasters and their broadcasting services, DeForest has completed arrangements for the stocking of DeForest transmitting audions at convenient points throughout the country. The following types are kept in stock, ready for immediate shipment upon receipt of your orders:



Type 510	15-watter
Type 511	50-watter
Type 503A	50-watter
Type 545	50-watter
Type 560	75-watt Screen Grid
Type 565	7.5-watt Screen Grid
Type 504A	250-watter
Type 549	350-watter
Type 566	Mercury Vapor Rectifier
Type 572	Mercury Vapor Rectifier
Type 569	Mercury Vapor Rectifier

Complete stocks of the above types are maintained at the following distributing points:

Chicago	600 West Jackson Blvd.
Atlanta	128 Marietta Street
Minneapolis	529 Seventh Street So.
Seattle	109 Bell Street
Los Angeles	1724 South Flower Street
Kansas City, Mo.	2004 Grand Avenue
Pittsburgh	305 Seventh Avenue



Write, 'phone or wire your orders to the DeForest branch nearest to you, and your audions will be on the way to you within an hour. SERVICE, as well as QUALITY, are yours when you simply specify DEFOREST AUDIONS.

Send for literature covering the complete line of DeForest transmitting and receiving tubes. If interested, ask for technical data on DeForest transmitters, rectifier units, frequency control and frequency monitoring units, television equipment, etc. Our engineers are always ready to cooperate on your technical problems.

de Forest
(AUDIONS)
RECEIVING AND TRANSMITTING TUBES

DEFOREST RADIO COMPANY
PASSAIC » » « « NEW JERSEY

70 GR Frequency Monitors

Are Already in Service

Actual day-in and day-out operation by station personnel is the final and crucial test that every frequency monitor must some day meet. General Radio frequency monitors have been tested that way since last December.

Here's the record: 11 have seen service for more than 3 months, 27 for more than 2 months, and 51 for more than 1 month. That's an indisputable proof of reliable operation that no unsupported claim can brush aside.

Nor should any station owner who expects to continue operating after June 21 overlook the question of deliveries. Our delivery record assures you that you can have a frequency monitor in your station well in advance of the deadline, if you place an order now with General Radio.

General Radio frequency monitors are backed by a guarantee of accuracy that allows a substantial factor of safety over the requirements of General Order 116. They have been tested in service, and deliveries can, for the present, be made within four weeks from the date of your order.

Don't delay. You can lose nothing, for General Radio guarantees to supply approved equipment or refund your money. Order now before the last-minute rush.

$550
COMPLETE
Less 5 Tubes

GENERAL RADIO CO.
CAMBRIDGE A, MASSACHUSETTS

Broadcasting Not a Common Carrier

(Continued from page 11)

cumstances to successfully operate a broadcasting business on a day-to-day basis, serving each and every customer as he comes and taking whatever was offered, and maintain the necessary quality and standard required by the Radio Act," he said. "Under such a system the public would never know what to expect at any particular time and thus would lose interest. While defendants' revenues are derived from its sponsors, the real public it serves is the non-paying public which tunes in or out according to its desire. The programs must therefore be of a character and quality that will induce them to tune in and remain tuned in. The service may be compared with that of a newspaper or magazine which derives its revenue from its advertisers, and where much general interest matter is offered in order to induce reading of the advertisements."

To sustain public interest, Mr. Cheseldine said, the defendants held they must have the right to refuse to broadcast in many instances certain things prospective clients desire to have on the air. To conduct their business otherwise, they declared, would jeopardize their licenses and right to carry on their business under the Radio Act.

The only evidence offered by Sta-Shine at the hearing, the report said, was the testimony of Arthur Batcheller, Federal radio supervisor, who verified the licensing of and allotment of frequencies in the New York area. In its brief Sta-Shine cited particularly the fact that the chain broadcasts of NBC are transmitted over telephone wires from one state to another and insisted that this phase of the business was constituted transmission of intelligence by wire as contemplated by the law, and therefore was within the jurisdiction of the I. C. C.

The Examiner Disagrees

"THIS TRANSMISSION service, however," said Mr. Cheseldine, "is not performed by defendant, but by an operating telephone company, over wires especially prepared to handle the business, and whose services are open to any one wishing to use them. The telephone company, which is not before us here, transports, or transmits, this defendant's property—its chain programs, and makes the charge for this service, which is paid by defendant. We are not here concerned with that charge."

Reviewing radio legislation, the report said that Federal regulation and control of broadcasting as has been exercised has been by action of the Secretary of Commerce or the Radio Commission. No action has been taken by the I. C. C., he said.

"That Radio Commission has held, however," he continued, "that it is only concerned with the problem of licensing of stations whose operation is in the public interest, convenience, or necessity; and that it has no jurisdiction over the rates and charges of radio broadcasting companies, nor of the contracts they may make in the furnishing of their facilities, so long as they meet that requirement."

Reiterating that broadcasting was practically unknown in 1919 when the Transportation Act was framed, Mr. Cheseldine said early broadcasts were largely designed to create interest in receivers, but other lines of business soon adapted radio as a means of advertising and "it has now become a highly commercialized business of selling advertising facilities." The first paid sponsored program was broadcast in 1922 from WEAF, he recalled, whereas now there are more than 600 commercial stations in operation.

That Congress did not intend to include the broadcasting of entertainment and advertising matter as performed by the defendants is clear from an examination of its proceedings leading up to the adoption of the 1920 act, the examiner said. The intent, he held, was plainly to subject concerns then attempting to transmit communications by radio apparatus to the same rules and regulations as then prevailed in connection with the communication of intelligence by other means.

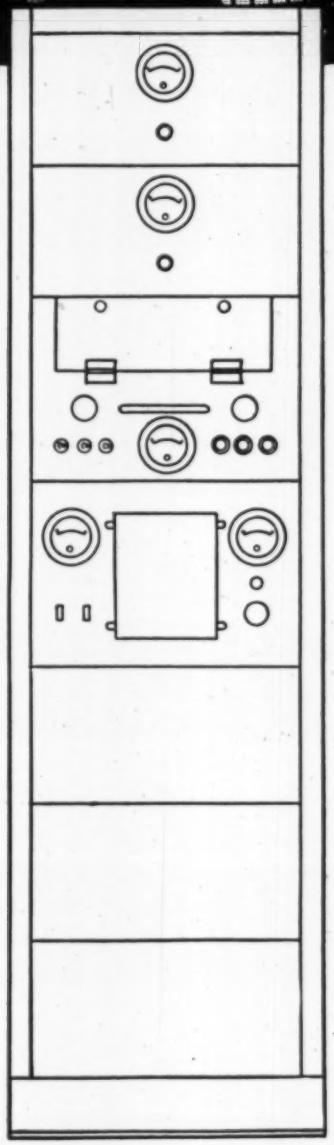
Congress now is giving grave consideration to the quality of broadcasts being put on the air with a view to improvement, "because of the growing dissatisfaction with the present use of radio broadcasting facilities," Mr. Cheseldine brought out.

"As Congress established the Federal Radio Commission as its agency to supervise and control matters and things arising out of radio activities, may it not be presumed that it gave to that Commission such powers as it then deemed necessary and appropriate to adequately take care of and protect the public interest in radio broadcasting? And as one of the purposes of the bill was to centralize control over radio, may it not further be presumed that if it then thought that the rates, charges, rules, regulations and practices of radio broadcasting concerns should be regulated, supervised or controlled, it would have then taken proper action and placed those powers with that commission?

"And this, notwithstanding opinions expressed by certain members of Congress when the radio bill was being considered by that body that the Interstate Commerce Commission then had jurisdiction over and authority to regulate and control the rates and charges of a broadcaster, and that Section 14 of the Radio Act makes a finding by the Interstate Commerce Commission, in the exercise of authority conferred upon it by law, that the charges and practices of a licensee with respect to the transmission of radio communications or service are unreasonable or discriminatory, a basis for revocation of a license of a broadcaster by the Radio Commission.

"But these facts do not invest the I. C. C. with such powers of regulation. We must look to the Interstate Commerce Act for any power the I. C. C. may possess in this respect, and we must conclude that the act does not give it the power or authority to regulate or control the rates, charges, rules, regulations and practices of defendants."

From "RADIO HEADQUARTERS"



Type EX-4170 Frequency Control Equipment

Precision Frequency Control for Broadcast Stations

FOR the use of those stations not heretofore equipped with 50-cycle control. To enable these stations to make, with the least difficulty, the necessary changes in their existing equipment to properly comply with G. O. No. 116. Designed by the engineers responsible for the remarkable record for frequency stability set by RCA Victor transmitters in the field. Consisting of three unit panels which may be used separately or together to fit efficiently any particular need.

Crystal Oscillator

Mounted on a 19" x 14" panel for rack mounting. Using a new Type UX-843 Radiotron (heater-cathode type UX-210). Completely enclosed in a temperature-controlled cabinet. Provided with either one or two crystal heater chambers, each with independent heat control. Designed to furnish plus or minus 50-cycle frequency control.

Buffer Amplifier

Mounted on a 19" x 8¾" panel for rack mounting. Using a new Type UX-844 Radiotron (heater-cathode type UX-865). Furnishing (when two such stages are used) excitation for a UX-860 or equivalent.

Power Supply

Mounted on a 19" x 12¼" panel for rack mounting. Using two mercury vapor-type 866 Radiotrons. Furnishing plate and filament voltages for one oscillator and two buffer stages.

ENGINEERING PRODUCTS DIVISION

RCA Victor Company, Inc.

A Radio Corporation of America Subsidiary

CAMDEN, N. J.

"RADIO HEADQUARTERS"

What Housewives Like Most

(*Continued from page 7*)

merely a guess, and considerably more information is necessary before a final conclusion can be reached.

In the morning, housework is the outstanding reason for inability to listen. This holds true for every morning except Sunday when church is the primary reason for non-listening. Miscellaneous causes hold second place during every morning. These miscellaneous items are such conditions as children sleeping, programs uninteresting, etc. Business activities on the part of housewives are the third outstanding cause of inability to listen in the morning.

Conditions which keep the housewife from listening in the afternoon are in order of their importance: miscellaneous, housework, and business pursuits.

The conditions which make it impossible for the housewife to listen during the evening are mainly of a social nature, such as the theatre and bridge parties. In the tabulation of results, these were classed under the heading, "miscellaneous."

Pleasing the Housewife

AFTER the program sponsor has determined the time at which to broadcast, he will find it profitable to ascertain the conditions which govern the housewives' attention during the time of his broadcast. Those conditions of listening which allow the housewife to give the most attention to programs will permit a more lasting and favorably impression to be made upon her memory.

During the morning the majority of housewives listen while they are working about the house. In the afternoon sewing and reading seem to compete with the radio programs, while in the evening complete attention to programs is in order. Seventy-nine and one-tenth per cent of the housewives interviewed stated that they gave complete attention during the evening, but it is well to remember that other members of the family often choose the evening programs and this may decrease the effectiveness of an appeal made especially to housewives during the evening hours In general the trend of listening throughout the day is from a great number of interruptions in the morning to almost complete attention in the evening.

The question may arise as to whether the housewife can be receptive to advertising while she is working about the house. Probably she is, for she listens to talks to the housewife and she is interested in musical programs, which usually carry brief advertising messages.

When the program sponsor knows the type of program which the housewife prefers during the morning, afternoon and evening, his chances of making a strong appeal are greatly increased.

In general, housewives prefer morning programs which feature music or which are devoted to menus and recipes. In the afternoon and evening their preferences are music and entertainment.

In the cities the greater diversity of interests and the complexities of urban life influence the housewives in the acceptance of a variety of programs. In small communities the scarcity of outside entertainment adds to the desire for more entertainment in radio programs. Business women in the city are interested in many subjects; therefore they request educational talks and talks of general interest.

Little Fault-Finding

OBJECTIONS which housewives may have to programs should be eliminated, for they leave an unfavorable impression and increase the effort necessary to build up good will for the program. In general, the housewives seem to be satisfied with the present methods of broadcasting as 74 per cent failed to answer that part of the questionnaire which deals with objections to programs. However, this may mean that the housewives are educated to the acceptance of programs in their present form and do not recognize that the elimination of certain parts and customs might greatly improve the present programs.

The chief objections stated are: women talking and entertaining and too much advertising. Seven and five-tenths per cent agreed on the first, while two and seven-tenths made the second objection. Too much jazz and too much talking were the only other objections of importance.

In general, the percentage of women voicing objections was too low to warrant any major conclusions as to changes which should be made in programs.

The housewives were asked what programs they would like to hear which are not broadcast at the present time. In this respect, they again seem to indicate that they are satisfied or in a state of apathy toward program possibilities. Some requests were made for a change in the time at which certain types of programs are now broadcast.

Request for more good music at all times, drama during the afternoon and evening, and more jazz in the morning were the principle desires which were stated. There were a number of requests for sports events during the afternoon. This seems to indicate a rising interest on the part of women in programs of this nature and should be of value to program sponsors at some time in the future. By planning programs along lines suggested by the housewives, some improvement may be made in the technique of making a definite appeal to them.

Merchandise credits are the aim of every business man, but no business will succeed which does not render service to its patrons. So too, in broadcasting, service must be given or interest in programs will decrease to a minimum or be limited entirely to entertainment features. The housewives were asked if they had received aid and what type of programs had been of greatest service to them.

Rating of Services

IT WAS FOUND that 67.4 per cent of the housewives stated that they had been benefitted by programs. The services which they appreciated most were: (1) menus and recipes, (2) child care, (3) health and (4) educational help.

The preparation of meals takes up a large portion of every day. Therefore, housewives appreciate any material which will assist them in their culinary duties. Mothers are very interested in the welfare of their children, and urbanization is making child care more and more difficult, so aid which is given in the care of children is readily acceptable by housewives. Health is of vital interest to everyone, especially to the housewives upon whom the duties of caring for the family have been placed. Women in business and women in general have a much broader outlook on life than was formerly the case. Therefore, they are interested in talks of an informative nature, and an appeal based upon them should be acceptable.

Benefits which program sponsors can render should be of vital interest to them, for service is an excellent foundation for good will.

As to products which housewives have consciously bought because of the influence of radio programs, the results obtained in this survey seem to indicate that a fair majority, 61.8 per cent, have purchased because of the influence exerted through broadcasting channels. Since food and its preparation is an ever present problem to the housewives, their purchases have been made to a great extent in the grocery field. Household supplies, medicine, clothing and cigars and cigarettes have also been extensively purchased. The purchases seem to reflect the aspects of life in which housewives are primarily interested, but there is a possibility that the producers of these products have programs which make a strong appeal to this group.

Scientific surveys have solved several important problems in the field of radio advertising. The data obtained from the studies has been of practical value to the program sponsor. He has been able to reduce much of his former inefficiency and thereby increases his return and at the same time render greater service to the listening public.

However, there are vital problems left unsolved, the answers to which will aid in the formulation of a scientific procedure for future activities in radio advertising.

In the future radio may be replaced by television and with it there will be new problems to be solved. Thus the evolution of human progress continues.

Radio Lures Autoists

THE LOST art of buttonholing customers is being revived in radio-age style with the advent of radio-equipped automobiles, according to Edward K. Cargill, WMAZ, Macon, Ga. The station, he reports, has been making announcements for an automobile repair shop as to service on checking brake alignment and correcting front wheel "shimmy." A tourist on the open road picked up the program while 30-miles away and on reaching Macon drove up to the Georgia Auto Co., told of his announcement and had his car checked up.

Press Promotion by Radio

(*Continued from page 9*)

yet of interest to all radio listeners. All announcements are made in English as well as in the native tongues. While these programs have no direct newspaper tie-up, they do create an exceptional amount of goodwill for the owners of the station. Very seldom has the station been called upon to publicize features appearing in the columns of the JOURNAL, and when such efforts are made it is recognized that the program must be of general appeal. An illustration is the program used in connection with a contest in the columns of the JOURNAL in which cartoons depicted various song titles. The logical tie-up was for the station to present a program in which the songs were played. Rather, however, than merely presenting these songs and calling attention to cartoons in which had appeared, the program was evolved with the entertainment idea foremost.

That the promotional returns secured from the ownership and operation of WTMJ have justified the management's viewpoint, is indicated by the fact that prior to the ownership of WTMJ the JOURNAL spent considerable sums of money on street car cards, highway signs, illuminated signs, program advertising, movie trailers, and so forth. With the growing popularity of WTMJ, use of these mediums has been lessened or eliminated.

NORTH CAROLINA LEADS THE SOUTH

(IN TOTAL NET SALES, 1930)

$744,136,243.00

Broadcasters who use WPTF blanket the rich tobacco belt of North Carolina—where business is always good. You can cultivate the empire state of the South with promise of profits.

WESTERN ELECTRIC EQUIPMENT

Power 1000 Watts
Frequency 680 kc.

Double Western Electric
78's and 33 1/3's

WPTF—RALEIGH, N. C.

H. K. CARPENTER, *Manager* R. L. BRIDGER, *Commercial Manager*
New York Office: Lincoln Bldg., 60 E. 42nd Street

Radio Resists Trade Slump

(*Continued from page 15*)

of the covered wagon days applied to modern times.

I found in the key cities of Texas much the same business conditions as were reflected elsewhere with differences only as they applied to other types of industry and manufacturing. While the sales of radio receiving sets might have increased in number in certain areas, yet the cash value of the year's business was not more than half that of the previous year. On the other hand, broadcasting seemed to be unusually popular and attracting more appreciative audiences than ever before. Every full time station, with hardly an exception, was on the right side of the ledger sharing in the general prosperity which has attended this branch of the industry nationally.

I found cities which a year before were riding on the crest of the wave facing problems of financial readjustment, but to their credit let it be said they were not only facing but finding an honorable way out of their difficulties.

Program Appreciation

THROUGHOUT Texas I found an increasing appreciation of broadcast programs. Meeting all types of audiences from those represented in a great noon-time meeting or evening banquet, to which business interests in general were invited, to the smaller selected groups of those specially interested in broadcasting, one could not fail to obtain very definite as well as valuable audience reactions as they pertain to all types of programs whether sustaining or commercial.

I found no objection to sponsored programs of entertainment where the advertiser kept within reasonable bounds in his continuity. I found an increasing appreciation of the educational and musical opportunities brought daily into the home. I talked with some who had driven many miles in order to be present at a meeting and who told me that out on their thousand acre ranch the radio was their only means of keeping in touch with the doings of the rest of the world and that the contributions of entertainment, education, religious uplift and advertising presentations came to them with a sense of values doubly appreciated because of their isolation.

I experienced nothing but kindly treatment at the hands of the press, and while at times in the intimate discussions that came about in the smaller group meetings questions arose which were discussed in the spirit of friendly competition, yet the word "friendly" was always in evidence.

Texas as a state has great possibilities in radio and broadcasting development. It is open-minded, progressive, intelligent, and fair in its attitude towards this great new overgrown industry that is striving to find a proper place for itself in our already over-crowded social and business structure.

What I experienced in Texas might almost be echoed, in the light of my appointments, in Arkansas and Oklahoma. Perhaps one of the greatest tributes of appreciation to broadcasting which came to me during this trip was at Tulsa, which I visited on February 12, Lincoln's birthday. This is a great patriotic day in Tulsa. For years the chamber of commerce has celebrated the occasion by putting on a noon-day banquet and invited the leading citizens of the city to attend. In this meeting patriotism of the north and the south unite in veterans of the Blue and the Grey.

KVOO, Tulsa, contributed its part by providing dramatizations of some of the principal incidents in the life of Lincoln, produced in the studio and delivered to the audience over the public address system.

Phoenix, Arizona, is more likely to be thought of by the easterner in terms of the desert rather than of industry, but I found in Phoenix a progressive spirit which was already making the best of conditions and rapidly building on the foundation of things as they are, instead of things as we would like to have them. Jobs were being provided for those who needed them without the word "depression" entering into the situation from any visible angle. Facing a loss in the tourist business, which is a great factor in this section, Phoenix has gone to work and is making up for this by expanding its activities in the soil, extending its irrigation facilities and findng new markets for its products.

Boon to State

BROADCASTING is a great boon to all Arizona and is doubly appreciated by those who either from choice or necessity find the desert country conducive to their needs, for it keeps them continually in touch with the best things that are being produced in the rest of the United States.

This really covers the southwest although a visit to Denver and Salt Lake City, completing the circle, gave still further reactions of a similar character. Denver, a self-contained municipality, finds in broadcasting an opportunity not only for local development but also for close association with other great cities and is about to install a 50 kw. transmitter. Salt Lake City, typical of industry and intensive development, has made of broadcasting a profitable business and is also at work building another of the great high-powered stations of the country.

In both Denver and Salt Lake City, as in the other key cities, I found about the same report as to business—60 per cent of the previous year together with the encouraging report that broadcasting had experienced a year of great prosperity and had been a real contribution to its business and family interests.

NAB Denver Parley

CURRENT problems in broadcasting were discussed by Harry Shaw, NAB president, with 25 broadcasters of the Denver section at a luncheon meeting April 5. Mr. Shaw reviewed the present legislative and copyright situations and outlined association activities.

What Do You Know About the Summer Radio and Buying Audience?

- Do You Know the Percentage of People Vacationing?
- The Number of Listeners in the Summer Compared to other Seasons?
- The Audience Load Over Weekends?
- The Percentage of Salary Groups Taking Vacations?
- These and Many Other Important Subjects Are Covered in

"AN ANALYSIS OF THE SUMMER RADIO AUDIENCE IN THE PHILADELPHIA BUYING AREA"

This 48 page Report will be sent to Agency Executives and Advertisers **FREE**

Contained in this extensive and authentic survey is market information of value to those interested in merchandising as well as in radio broadcasting.

IF YOU DO NOT HAVE A COPY OF THIS IMPORTANT SURVEY, WRITE TO

WCAU
PHILADELPHIA

Survey made by **H. S. HETTINGER, A.M.** *and* **R. R. MEAD,** *Merch. Dept. Wharton School of Fin. & Com. Univ. of Penna.*

ACTIONS OF THE
FEDERAL RADIO COMMISSION
APRIL 1 to APRIL 14 INCLUSIVE

Applications . . .

APRIL 2

WRNY, New York—Install automatic frequency control.

NEW, Plattsburgh, N. Y.—Plattsburgh Broadcasting Corp. for CP amended to request 1420 kc., specified hours, facilities of WHDL, instead of 1370 kc. (facilities of WBGF.)

NEW, Carlisle, Pa.—Allen P. Solada for CP to use 1430 kc. 1 kw. day, 500 w. night, share with WCAH and WBAK (facilities of WHP.)

WDAG, Amarillo, Tex.—Install automatic frequency control.

NEW, Oklahoma City, Okla.—G. D. Griffin for CP to use 1200 kc. 30 w. 8 hours daily.

NEW, Mexia, Tex.—W. Frank Robertson for CP to use 1500 kc. 1 w., unlimited (facilities of KGKB, KGFI and KNOW.)

KGKY, Scottsbluff, Neb.—Install automatic frequency control.

KFWF, St. Louis—License to cover CP granted 1-30-31 for change in equipment. Also modification of CP. Request to install equipment at present location instead of one authorized 9-18-31.

KTM, Los Angeles—Install automatic frequency control.

NEW, Eureka, Cal.—Harold H. Hanseth for CP to use 1210 kc. 100 w., D.

KICA, Clovis, N. M.—Modification of CP for a new station. Change location of station from Main and Second St. to Elks Club, 5th and Mitchel Sts.

NEW, Roseburg, Ore.—News-Review Company, Inc., for CP to use 1300 kc. 100 w. D.

NEW, Los Gatos, Cal.—Tri-County Broadcasting Co. for CP to use 1420 kc. 100 w., one-half time.

APRIL 5

NEW, Boston—Boston Herald-Traveler Corp. for CP resubmitted amended as to equipment and to request unlimited time on 1500 kc.

WFOX, Brooklyn—License to cover CP granted 12-8-31 to move station locally.

WHBC, Canton, O.—CP to increase power from 10 w. to 100 w. and change from sharing with WNBO, Silver Haven, Pa., to unlimited, make changes in equipment.

NEW, Jacksonville, Fla.—Peoples Broadcasting Corp. for CP to use 1200 kc. 100 w., unlimited (facilities of WMBR, Tampa, Fla.)

KFPW, Ft. Smith, Ark.—CP to change from 1340 kc. 50 w., D., to 1210 kc. 100 w., unlimited, and make changes in equipment.

KARK, Little Rock, Ark.—CP amended to request 250 w. 500 w. LS instead of 500 w. day and night.

APRIL 7

NEW, Chester Township, N. Y.—CP to use 1210 kc. 50 w., specified hours (facilities of WMRJ, Jamaica, N. Y.)

WAAT, Jersey City, N. J.—CP resubmitted without amendment; requests new transmitter and increased power to 500 w., also modification of license resubmitted without amendment.

WERE, Erie, Pa.—CP to install new transmitter.

WSAJ, Grove City, Pa.—Install automatic frequency control.

WLW, Cincinnati—Install automatic frequency control.

WQDX, Thomasville, Ga.—Install automatic frequency control.

WJAS, Pittsburgh—Install automatic frequency control.

KFBI, Milford, Kans.—Install automatic frequency control.

KID, Idaho Falls, Idaho—Modification of license amended and resubmitted requesting unlimited time only—omits request for increased power.

KFAC, Los Angeles—License to cover CP granted 1-22-32 to move station locally and install new transmitter.

Application returned: WBBC, Brooklyn—Increase hours of operation.

APRIL 8

WMCA, New York—CP to install new auxiliary transmitter.

WPRO-WPAW, Providence, R. I.—Move transmitter from Cranston, R. I., to Exchange and Washington Sts., Providence, R. I., install new equipment, and change from 1210 kc. 100 w., unlimited time, to 630 kc. 250 w., unlimited time.

WPAD, Paducah, Ky.—Voluntary assignment of license to Paducah Broadcasting Co., Inc.

WEXL, Royal Oak, Mich.—Install automatic frequency control.

WFLA-WSUN, Clearwater, Fla.—License to cover CP granted 12-18-31 to move transmitter locally and install new equipment.

KGGF, Coffeyville, Kan.—Modification of license to increase power from 500 w. to 1 kw.

Applications returned to applicant: NEW, Myrle K. Berger, Scottsdale, Pa.—CP on 650 kc. at Upper Tyrone, Pa.; WTSL, Lafayette, La.—CP for authority to move station from Laurel, Miss., to Lafayette, La.

W2XO, South Schenectady, N. Y.—Modification of license for change in frequencies to 4205, 8410, 12615, 16820, 21025, 25230, 4045, 8090, 12135, 16180, 20225, 24270 kc., increase in power to 40 kw.; special experimental for test purposes.

APRIL 9

NEW, Jeannette, Pa.—H. Verne Spencer for CP resubmitted amended as to equipment and to request 1420 kc. instead of 930 kc.

WHEF, Kosciusko, Miss.—Modification of CP granted 3-18-32 for a new station on 1500 kc.; requests modification as to equipment and for 100 w. 250 w. LS instead of 100 w. day and night as originally granted.

NEW, Marlow, Okla.—Price Siever and J. W. Steele for CP to use 1010 kc. 50 w., time not used by KGGF, Coffeyville, Kans., and WNAD, Norman, Okla., on that channel.

NEW, East St. Louis, Ill.—Maurice L. Barrett for CP resubmitted, amended to omit request for 250 w. D. on 1310 kc.; now requests 1310 kc., 100 w., unlimited.

Application returned: WRBQ, Greenville, Miss.—Requesting specified hours.

APRIL 12

WGAR, Cleveland—Modification of license to increase power from 500 w. to 500 w., 1 kw. LS.

NEW, Center, Tex.—J. B. Sanders for CP amended to request specified hours instead of sharing with KFPM, Greenville, Tex., on 1310 kc.

KARK, Little Rock, Ark.—Install automatic frequency control.

WWL, New Orleans—Modification of CP granted 12-4-31; requests local change in proposed transmitter location and extension of completion date.

WHA, Madison, Wis.—CP to move transmitter locally and make changes in equipment.

WHBU, Anderson, Ind.—License to cover CP granted 2-26-32 to move station locally and make changes in equipment.

KPJM, Prescott, Ariz.—CP to move station locally.

APRIL 13

WABZ, New Orleans—Install automatic frequency control.

NEW, Wynne, Ark.—C. O. Wahlquist, C. C. Widener, C. B. Jarvis for CP to use 1000 kc. 100 w., limited time.

KSO, Clarinda, Ia.—CP to move station to Creston, Ia.

KFGQ, Boone, Ia.—Modification of CP; extend completion date to 6-1-32.

KFWF, St. Louis—Modification of license for one-half time sharing with WIL, St. Louis, equally.

KFBI, Milford, Kans.—Modification of license amended to omit request for 10 kw. on 1050 kc., and to request 2 hours after Hollywood, Cal., sunset instead of 1 hour after; requests facilities of KWKC, Kansas City, Mo.; WCRW, Chicago, Ill.; WEDC, Chicago, Ill.; WSBC, Chicago, Ill., and WJAG, Norfolk, Neb., instead of WIAS.

Decisions . . .

APRIL 1

WRBL, Columbus, Ga.—Granted CP to make changes in equipment and to increase operating power from 50 to 100 w.

KELW, Burbank, Cal.—Granted modification of CP extending completion date from April 4 to May 4.

WORK, York, Pa.—Granted license covering new station, 1000 kc. 1 kw. D.

NEW, Sun-Gazette Broadcasting Co., Williamsport, Pa.—Granted CP for new station, 1370 kc., 100 w., share with WRAK.

WRBQ, Greenville, Miss.—Granted license covering changes in equipment 1210 kc., 100 w. night, 250 w. LS, unlimited time.

WMBG, Richmond, Va.—Granted authority to install automatic frequency control.

WJJD, Mooseheart, Ill.—Granted consent to voluntary assignment of license to WJJD, Inc.

KOA, Denver—Granted permission to conduct field survey in vicinity of Denver, for period of 30 days, in order to determine suitable location for new 50 kw. transmitter.

KFWF, St. Louis—Granted leave to take depositions in St. Louis on April 6, in re application for Stations KFWF, WIL and Donald Holden Post No. 106.

WSUI, Iowa City, Ia.—Granted authority to operate Friday April 1, from 10 p.m. to 12 midnight; on Friday April 8, from 10 p.m. to 12 midnight; on Friday April 22, from 10 p.m. to 1 a.m.; Saturday April 23, and Friday April 29, from 10 p.m. to 12 midnight.

KFIZ, Fond du Lac, Wis.—Granted authority to operate unlimited time on night of April 5, 1932.

WNAD, Norman, Okla.—Granted authority to operate April 2 from 7:30 to 9:30 p.m. CST; on April 29 from 8:30 to 10:30 p.m., CST, provided KGGF remains silent.

GLOSSARY

CP—Construction permit.
LP—Limited power.
LS—Power until local sunset.
LT—Limited time.
KC—Kilocycles.
KW—Kilowatts.
D—Daytime.
W—Watts.
Ex. Rep.—Examiner's Report.
G.O.—General Order.

W3XJ, Between Silver Spring and Wheaton, Md.—Granted CP for new transmitter, 1550 kc. 500 w., A3 emission.

Set for hearing: WOWO, Fort Wayne, Ind.—Requests CP to install new 30 kw. equipment and increase operating power from 10 to 25 kw.; also modification of license to increase operating power to 25 kw. and hours of operation from sharing with WWVA to unlimited; WJAR, Providence, R. I.—Requests modification of license to increase night power from 250 to 500 w. on experimental basis; KFJZ, Fort Worth, Tex.—Requests consent to voluntary assignment of license to Ft. Worth Broadcasters, Inc.; NEW, United States Radio & Television Corp., Marion, Ind.—Requests CP's for experimental purposes, 43-46, 48.5-50.3, 60-80 megacycles, 1 kw.; WGBB, Freeport, N. Y.—Requests modification of license to increase hours of operation to include time now assigned to WMRJ. Now divides with WJBI, WCOH and WMRJ.

WMCA, WPCH and WNYC, New York—Granted permission to present oral arguments April 13, beginning at 10 a.m. (1 hour to each party), in support of, in opposition of, or for modification of Examiner's Report No. 337 .

KGDA, Mitchell, S. D.—Application for renewal of license withdrawn from hearing docket, and regular renewal issued.

KMO, Tacoma, Wash.—Application for renewal of license dismissed from hearing docket and regular license issued.

WRAK, Williamsport, Pa.—Denied request to reconsider its decision of March 18 and postpone effective date of order limiting station to part time operation.

WODX, Mobile, Ala.—Application for modification of license heretofore designated for hearing, dismissed from docket at request of applicant .

NEW, J. E. Wharton and M. B. Cline, Joplin, Mo.—Application for new station to operate on 1420 kc., 100 w., unlimited time, heretofore designated for hearing, denied. Applicant failed to enter appearance within time allowed.

KVI, Tacoma, Wash. (Ex. Rep. 327)—Granted renewal of license and modification of license 570 kc., 500 w. day and night, unlimited time of operation, sustaining Examiner Yost.

KGVO, Missoula, Mont.—Denied CP to change frequency from 1420 kc. to 570 kc., power from 100 to 500 w., and limited hours to unlimited hours of operation, sustaining Examiner Yost.

KXA, Seattle—Granted renewal of license to operate on 760 kc., 500 w. day, 250 w. night, limited time, sustaining Examiner Yost.

KRMD, Shreveport, La., (Ex. Rep. 330)—Granted CP to increase power from 50 to 100 w., 1310 kc., eliminating time division with WTSL, Laurel, Miss. Hours of operation as follows: 7 a.m. to 10 p.m. daily; Monday to Friday, 5 to 8 p.m.; Saturday, 2 to 5 p.m., and Sunday 4 to 7 p.m., sustaining Examiner Hyde.

WTSL, Laurel, Miss.—Application for renewal of station license remanded to hearing docket for additional testimony, and temporary license granted to operate the following hours on 1310 kc. with 100 w.: 6 to 7 a.m., 1 to 7 p.m., 9:30 to 12 midnight on Monday, Wednesday and Friday; 1 to 9:30 p.m., Tuesday, Thursday and Saturday; 1 p.m. to 12 midnight Sunday, sustaining Examiner Hyde.

NEW, Mt. Clemens, Mich. (Ex. Rep.)—Denied CP for new station to operate on 1500 kc., 100 w., share with WMPC, sustaining Examiner Walker.

WMPC, Lapeer, Mich.—Granted renewal of license to operate on 1500 kc., 100 w., with the following hours: Daily, except Saturday, Sunday and Thursday, 10 a.m. to 2 p.m., 3:30 to 6 p.m., 7 to 10:30 p.m.; Sunday 7:30 to 11 p.m.

WABI, Bangor, Maine (Ex. Rep. 335)—Denied renewal of license, and granted involuntary assignment of license from Pine Tree Broadcasting Corp. to First Universalist Society of Bangor, to operate on 1200 kc., 100 w., during the following hours: 6 to 9 a.m.; 12 m. to 3 p.m., 6 to 9 p.m. daily, and 9 to 12 noon Sundays, sustaining Examiner Walker in part.

WFVD, Rome, Ga. (Ex. Rep. 336)—Granted modification of license to change frequency from 1310 kc .to 1500 kc., hours from D. to specified, i.e., 6 to 9 a.m., 12 m. to 3 p.m., 6 to 9 p.m. daily except Sunday; 9 to 3 p.m. and 6 to 9 p.m. Sundays, 100 w., sustaining Examiner Walker.

APRIL 5

KTW, Seattle—Granted license covering changes in equipment 1220 kc., 1 kw., shares with KWSG.

KRMD, Shreveport, La.—Granted consent to voluntary assignment of license to KRMD, Inc.

WEBR, Buffalo—Granted modification of license to increase day power from 200 to 250 w.

WEBC, Superior, Wis.—Granted renewal of license for auxiliary transmitter to operate with 600 watts on 1290 kc., unlimited time.

APRIL 8

WHOM, Jersey City, N. J.—Granted CP to move transmitter and studio locally in Jersey City and make changes in equipment with maximum rated power of 250 w.

KVL, Seattle, Wash.—Granted CP to make changes in equipment and install automatic frequency control.

KOB, State College, N. M.—Granted CP to move transmitter and studio from State College to Albuquerque,

N. M., and install new 10 kw. equipment decreasing power from 20 kw. to 10 kw.

WRVA, Richmond, Va.—Granted authority to install automatic frequency control.

KFH, Wichita, Kans.—Granted authority to install automatic frequency control.

KMPC, Beverly Hills, Cal.—Granted license covering installation of new equipment 710 kc., 500 w., limited time.

WAPI, Birmingham—Granted extension of authority to conduct field survey for period of 30 days, in vicinity of Birmingham.

WRBQ, Greenville, Miss.—Granted permission to reduce power for 30 days pending filing of formal application for CP to make changes in equipment.

KVOA, Tucson, Ariz.—Granted permission to take depositions in re application for modification of license for hearing scheduled April 29, 1932, of certain witnesses in Tucson.

WTAG, Worcester, Mass.—Granted increase in day power from 250 to 500 w., experimentally.

Set for hearing: NEW, Louis Reis, New York—Requests CP, for new station 1350 kc., 250 w., share with WCDA, WMSG, WAWZ, (facilities of WBNX); NEW, Steubenville Broadcasting Co., Steubenville, O.—Requests CP, 1420 kc., 100 w., specified hours; NEW, Baton Rouge Broadcasting Co., Inc., Baton Rouge, La.—Requests CP for new station, 1450 kc., 500 w. night and 1 kw. LS, share with KTBS; NEW, Deadwood, S. D.—Requests CP for new station, 1200 kc., 100 w., 4 hours daily, (facilities of WCAT); KLX, Oakland, Cal.—Requests modification of license to increase power from 500 w. to 1 kw.

Applications dismissed: NEW, Stewart A. Heigold, Yuma, Ariz.—CP 1420 kc., 100 w., half time, (facilities of KFXY); WGN, Chicago—Application for relay broadcasting frequencies.

NEW, Owosso Broadcasting Co., Owosso, Mich. (Ex. Rep. 334)—Denied application for CP for new station to operate on 830 kc., 1 kw., D., sustaining Examiner Hyde.

NEW, Pillar of Fire, Cincinnati (Ex. Rep. 340)—Denied application for CP for new station to operate on 1420 kc., 100 w., unlimited time, sustaining Examiner Pratt.

APRIL 12

WLTH, Brooklyn, N. Y.—Granted CP to make changes in equipment.

WIBG, Elkins Park, Pa.—Granted CP to install new 100 w. transmitter and move studio from Elkins Park to Glenside, Pa.

WMC, Memphis, Tenn.—Granted CP to install auxiliary transmitter and operate with 500 w.

WISN, Milwaukee, Wis.—Granted authority for direct measurement of antenna input.

KFXD, Nampa, Idaho—Granted modification of license to change frequency from 1420 to 1200 kc.

WTAW, College Station, Tex.—Granted authority to remain silent during summer vacation from June 4 to September 25, 1932.

KFVD, Culver City, Cal.—Granted modification of license to move studio from 8822 Wash. Blvd., Culver City, to Penthouse, 645 So. Mariposa Ave., Los Angeles.

KVI, Tacoma; KXA, Seattle; KGVO, Missoula, Mont.—Effective date of Commission's decision of April 1, relative to docket cases extended to and including April 18, 1932.

KXL, Portland, Ore.—Granted permission to change to use of composite transmitter (formerly used) due to inability to use present licensed transmitter.

WDEV, Waterbury, Vt.—Granted authority to operate on April 13, 14, 15 and 16, 1932, from 9 to 9:30 a. m.; 11 to 12 noon, and 2 to 5:30 p. m.; on April 17 from 10:45 a. m. to 12:30 p. m. and from 4 p. m. to 4:30 p. m., EST.

NEW, Seattle Broadcasting Co., Portable, Seattle, Wash.—Granted CP for broadcast pickup service, 2342 kc., 27.5 w. A3 emission; also CP, same service, 1518 kc. 1.5 w. A3 emission.

W9XAA, Chicago Federation of Labor, Chicago, Ill.—Granted modification of experimental relay broadcasting license to change frequency 6080, 11830, 17780 kc., 500 w. Emission special high quality telephony, maximum communication band with plus tolerance, 20 kc.

W2XCR, Jenkins Television Corp., New York City—Granted renewal of visual broadcasting license 2000-2100 kc., 5 kw.; emission A3.

W6XAO, Don Lee, Inc., Los Angeles—Granted renewal of experimental visual broadcasting license, 43000-46000, 48500-50300, 60000-80000 kc., 150 w., A3 emission.

W3XK, Jenkins Labs., Inc., Wheaton, Md.—Granted renewal of experimental visual broadcasting license, 2000-2100 kc., 5 kw., A3 emission.

W2XCD, DeForest Radio Co., Passaic, N. J.—Granted renewal of experimental visual broadcasting license, 2000-2100 kc., 5 kw., A3 emission.

W9XD, The Journal Co., Milwaukee, Wis.—Granted renewal of experimental visual broadcasting license, 43000-46000, 48500-50300, 60000-80000 kc., 500 w., A3 emission.

W2XBS, National Broadcasting Co., Inc., New York City—Granted renewal of license experimental visual broadcasting, 2100-2200 kc., 5 kw., A3 emission.

W2XBT, National Broadcasting Co., Inc., Portable—Granted renewal of experimental visual broadcasting license, 43000-46000 kc., 48500-50300 kc., 69000-80000 kc., 750 w., A3 emission.

W3XAK, National Broadcasting Co., Inc., Bound Brook, N. J.; W9XAP, Chicago—Granted renewal of experimental visual broadcasting license, 2100-2200 kc., 5 kw., A3 emission for Bound Brook, same for Chicago, except 2.5 kw. power.

W9XAV, Westinghouse E. and M. Co., E. Pittsburgh, Pa.—Granted renewal of experimental visual broadcasting license, 2100-2200 kc., 20 kw.

W2XR, Radio Pictures, Inc., Long Island City, N. Y.—Granted renewal of experimental visual broadcasting license, 1600-1700 kc., 43000-46000 kc., 48500-50300 kc., 60000-80000 kc.; power maximum 1 kw. equipment, 1 transmitter 500 w., 2 transmitters 1 kw. each, A3 emission.

W3XAD, RCA Victor Co., Inc., Camden, N. J.—Granted renewal of experimental visual broadcasting license, 2100 - 2200, 43000 - 46000, 48500 - 50300, 60000-80000 kc. power, maximum 2 kw., equipment 3 transmitters 500 w., 50 w., 2 kw.; A3 emission.

W1XAZ, Westinghouse E. and M. Co., E. Springfield, Mass.—Granted renewal of experimental relay broadcasting license, 9570 kc., 10 kw., emission special high quality telephony; maximum communication band widths plus tolerance, 20 kc.

W3XAU, Universal Broadcasting Co., Philadelphia, Pa.—Granted renewal of experimental relay broadcasting license, 6060 and 9590 kc., 500 w.; emission special high-quality telephony, maximum communication band width plus tolerance 20 kc.

W2XAD, General Electric Co., S. Schenectady, N. Y.—Granted renewal of experimental relay broadcasting license, 15330 kc., 25 kw., emission special high quality telephony. Maximum communication band width plus tolerance, 20 kc.

W2XAF, General Electric Co., S. Schenectady, N. Y.—Granted same as above except 9530 kc., 40 kw.

W9XAA, Chicago Federation of Labor, Chicago, Ill.—Granted renewal of experimental relay broadcasting license, 6080, 11830, 17780 kc., 500 w., emission special high quality telephony. Maximum communication band width plus tolerance, 20 kc.

The following stations were granted authority to install automatic frequency control.

WCAC, Storrs, Conn.; WOCL, Jamestown, N. Y.; WXBZ, Ludington, Mich.; KFJZ, Fort Worth, Tex., and KFNF, Shenandoah, Iowa.

The following stations were granted regular renewal of licenses:

WSAN, Allentown, Pa.; WSFA, Montgomery, Ala.; WSMB, New Orleans, La.; KFJF, Oklahoma City, Okla.; KPJR, Portland, Ore.; KFLV, Rockford, Ill.; KFPY, Spokane, Wash.; KFPW, Ft. Smith, Ark.; KGA, Spokane, Wash.; KGB, San Diego, Cal.; KSTP, St. Paul, Minn.; KGIR, Butte, Mont.; KIDO, Boise, Idaho; KLRA, Little Rock, Ark., and KWK, St. Louis, Mo.

WSFA, Montgomery, Ala.—Dismissed modification of license to increase power to 1 kw. LS, and change hours of operation from simultaneous day with WODX and share night to unlimited (facilities of WODX).

WDEV, Waterbury, Vt.—Denied permission to operate unlimited day time and from 7 to 10 p. m., April 12 to 17, inclusive.

NEW, E. M. Woody and Homer F. Bryant, Elk City, Okla.—Granted permission to take depositions of certain witnesses in matter of revocation of station license of KGMP, Elk City, Okla., and related applications.

Set for hearing:

NEW, Plattsburg Broadcasting Corp., Plattsburg, N. Y.—Requests CP, 1420 kc., 100 w., specified hours (facilities of WHDL).

NEW, A. V. Tidmore, Hagerstown, Md.—Requests CP, 1210 kc., 100 w. D.

WJAS, Pittsburgh, Pa.—Requests CP to install new transmitter; change frequency from 1290 to 1020 kc. and increase operating power from 1 kw. night and 2½ kw. LS to 5 kw.

NEW, Thomas Edward Williams, Abilene, Tex.—Requests CP 1420 kc., 100 w., unlimited time (facilities of KFYO).

NEW, Camon Systems, Ltd., Glendale, Cal.—Requests CP 850 kc., 250 w., D. (facilities of KGIX).

KELW, Burbank, Cal.—Requests modification of license to increase hours of operation from sharing with KTM to unlimited.

WGES, Oak Leaves Broadcasting Station, Chicago, Ill.—Files protest against special license granted WQBC to operate night hours for 60 days as experiment on 1360 kc.

WRNX, New York; WMSG, New York, and KTBS, Shreveport, La.—Renewal of license set for hearing and temporary license issued pending Commission's action on renewal application.

Examiners' Reports . . .

WHBC, Canton, O., and WNBO, Silver Haven, Pa.—Chief Examiner Yost recommended (Report 350; Dockets 1419, 1417 and 1550) that the Radio Commission waive question of unauthorized simultaneous operation of stations, that WHBC be granted renewal of license on 1200 kc. with 10 w., unlimited time, and that applications of WNBO for renewal of license and CP to share time with WHBC be denied.

Washington Visitors*

Donald Flamm, WMCA, New York City.
W. C. Evans, Westinghouse, Pittsburgh.
John V. L. Hogan, New York.
L. E. Whittemore, A. T. & T., New York.
Loyd Briggs, RCA, New York.
Henry A. Bellows, WCCO, Minneapolis.
M. W. Bannister, KFXY, Flagstaff, Ariz.
I. D. Levy, WCAU, Philadelphia.
H. V. Akerburg, CBS, New York.
Frank W. Wozencraft, RCA, New York.
Don E. Gilman, NBC, San Francisco.
Henry P. Rines, WCSH, Portland, Me.
Wilson N. Durham, WCDA, New York.
Walter S. Lemmon, Short Wave Broadcasting Co., New York.
Frank E. Mullen, NBC, Chicago.
Gen. J. G. Harbord and Col. Manton Davis, RCA, New York.
Sam Pickard, Paul Keston, John Karol, Hugh K. Boice, Herbert C. Glover and Ted Husing, CBS, New York.
S. C. Vinsonhaler, KLRA, Little Rock, Ark.
Harold Wheelehan, WSMB, New Orleans.
H. K. Carpenter, WPTF, Raleigh, N. C.
William S. Hedges, WMAQ, Chicago.
E. H. Gammons, WCCO, Minneapolis.
Harry Howlett, WHK, Cleveland.
John F. Patt, WGAR, Cleveland.
Roy Harlow, WNAC, Boston.
Wesley W. Knorpp, KTAR, Phoenix, Ariz.

**A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *April 1-13.*

Final Arguments Heard In WPCH-WNYC Battle

FINAL ARGUMENTS on the controversy involving WMCA and WNYC, New York, over full time operation on the 570 kc. regional frequency were heard by the Radio Commission sitting en banc on April 13. The arguments were on the application of WPCH, New York, owned and operated by the same interests which maintain WMCA, for the facilities now occupied by the civic station to secure full time on the wave. Under the proposal, WNYC would move to WPCH's present limited time assignment on 870 kc. To this WNYC objects.

For WPCH it was contended by counsel that the proposed exchange in assignments would not curtail to any extent the operation of WNYC, but, on the other hand, would give it a more flexible schedule. Moreover, it was argued that since WMCA and WPCH are under common ownership, the public service of these stations would be enhanced through an arrangement whereby they together occupied full-time on the same wave.

The oral arguments were requested following the recent report of Chief Examiner Yost recommending that the application of WPCH be denied and that the existing time-sharing arrangement between WMCA and WNYC on 570 kc. be so modified as to give the civic station an increase in evening hours of from 24 to 84 hours a week. Such a modification was not even requested by WNYC, counsel for WPCH contended.

At the outset of the hearing, Edward P. Joyce, Jr., counsel for WNYC, objected to the participation in the case of Commissioner Thad H. Brown. He said that in view of Col. Brown's prior interest as general counsel the question arose as to whether the commissioner was qualified to sit in the case. The objection was overruled by Vice Chairman E. O. Sykes.

Paul D. P. Spearman, of counsel for WPCH and WMCA, explained that both stations are owned in equal shares by Donald Flamm and M. K. Gilliam. He said WMCA spends more than any other regional outlet in the United States for program service, although it now operates only half time. With an annual income of about $500,000, he declared that WMCA and WPCH devote most of this revenue to program development and physical improvement in constant efforts to improve their public service.

Thomas P. Littlepage, of counsel for WPCH and WMCA, in closing arguments, emphasized that WNYC, while it is operated by the City of New York, appears before the Commission in the same status as any other commercial station, and is not entitled to preferential treatment. While the station holds itself out to be non-commercial, he said a survey of its program records show that only a minimum of time is devoted to non-commercial pursuits.

For WNYC, Mr. Joyce attacked the validity of the WPCH application, and moved that the entire proceeding be stricken as inconsistent with Commission regulations. Ruling was reserved. He recounted the history of the controversy which has existed between WNYC and WMCA since 1928, when the stations were each assigned to half time on 570 kc., holding that under that Commission action the stations properly should be operating on alternate days.

It was brought out that despite the fact that business conditions during the past year caused general retrenchment on the part of broadcasters in making up their 1932 budgets, WMCA is carrying through its program of expansion announced last fall with no sign of letup.

Five projects now are being completed by the station. The new WMCA transmitter in Flushing, to be erected on five acres of land recently purchased, soon will be under way. The expenditure involves more than $75,000.

An entire new system of controls in the studios, located in the WMCA building, will be finished this month. In accordance with construction permits recently issued by the Commission WMCA has completed two temporary pickup transmitters for spot news broadcasting.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Microphone Service

Guaranteed Microphone Repairs — Any make or Model—24-hour service. Stretched diaphragm double button repairs $7.50. Others $3.00. Single button repairs $1.50. Write for 1932 Catalog with diagrams. Universal Microphone Co., Ltd., Inglewood, Calif.

Positions Wanted

Young man who has handled accounting work for a group of the country's largest cleared channel stations is available owing to a consolidation. He is thoroughly familiar with the accounting requirements of technical, program, and commercial departments, and present employer will give excellent references. Inquiries may be addressed to BROADCASTING Magazine, Box 19.

Engineer desires position with broadcasting station in middle west. Electrical engineering graduate with commercial license and several years' radio experience including both commercial and broadcast operating, high and low power. Age 26. Box 23, BROADCASTING.

Radio engineer desires position with broadcasting station, married, experienced. Familiar with Western Electric Equipment and thoroughly qualified to make engineering surveys. Holds first class operator's license. Has modest idea of adequate salary. Box 20, c/o BROADCASTING.

A-1 Stenographer - Secretary. Three years radio, seven years' business experience. Available for Chicago Radio station or advertising agency. Excellent references. Box 22, BROADCASTING.

An experienced broadcast man wants position with station. Experience covers several years as operator, salesman and manager. Would also consider buying station. Box 21, c/o BROADCASTING.

Experienced announcer, continuity writer and program director; general knowledge studio routine; Original ideas, wants position in or near New York state. Box 24 BROADCASTING.

The Other Fellow's Viewpoint...

For Mutual Good

To the Editor of BROADCASTING:

In the distribution of the wonderful programs that go out from modern broadcasting stations there are three links in the chain,—each link equally essential to good service, and the success of broadcasting, although often overlooked, I regret to say, by those in the business. These three links in the broadcasting chain are:

1. Good transmitters.
2. Traffic control of the ether channels.
3. Good reception by the listener.

If the traffic control of the channels breaks down, broadcasting will suffer, as it did in 1926. If the listener's set is improperly installed, or obsolete, or his tubes need replacing, or parts need repair, then the broadcast falls upon deaf ears and so far as the listener is concerned all the good works of the broadcasters and the Radio Commission have gone for naught.

There are 16,000,000 of these listeners, and they are scattered all over the face of the nation. Many are in the remote places. Yet it is just as important to the broadcaster's own interest that these scattered radio receivers be maintained in good operating condition, as that his own transmitting apparatus be kept up to high standards of performance. Broadcasters have spent millions to get the best and latest equipment, but the usefulness of that investment depends upon the condition of listeners' receivers.

Realizing that millions of radio sets now in use badly need overhauling, reinstallation, tube renewals, and even replacement with modern receivers in many cases,—the radio industry is inviting the cooperation of the broadcasters in a nationwide campaign to get the public:

(1) to demand high standards of radio reception, and

(2) to call in the nearest radio dealer to put sets in first class operating condition this spring, in preparation for the great events ahead and the coming political conventions.

From the broadcasters' point of view this rehabilitation work of listeners' sets will add many thousands of "circulation" for the broadcasting programs. It also may give impetus to the procuring of many local accounts from dealers in radio equipment.

During April, broadcasting stations all over the nation are cooperating with short 20-word announcements, several times daily: "If your radio set is giving trouble, see your nearest radio dealer."

The importance of this effort to get listeners' sets in good operating condition just at this time, is particularly apparent when one looks ahead at the remarkable series of program features and news events which will be served up to the listening public during the next few months. Here is the list:

Baseball openings, April 11, 12 and 20.

Kentucky Derby, Louisville, May 7.

Relay Races, Track meet, University of Pennsylvania, April 29, 30.

Preakness Races, May 14.

Republican National Convention, Chicago, June 14.

International Regatta, Poughkeepsie, N. Y., June 20.

Yale-Harvard boat races, New London, Conn., June 24.

Democratic National Convention, June 28.

International Olympic Games, Los Angeles, July 28.

Broadcasters should cooperate closely with the radio dealers in their territories. Meetings can be held to stimulate dealers to call on listeners to repair their sets or sell them modern reproducers. Broadcasters can have their announcers make short statements at intervals during the day and evening—"If your radio set is giving trouble, call in your nearest radio dealer."

ORESTES H. CALDWELL,
Editor, RADIO RETAILING and ELECTRONICS,
New York City.

April 11, 1932.

"Help Yo' Self"

To the Editor of BROADCASTING:

In your issue of March 15th was an article in regard to the writer selling The Piggly Wiggly Stores a "Help Yo Self" broadcast program.

I have had letters from stations all over the United States asking for a copy of this continuity. It is impossible for me to supply this continuity in such a way that the program would click in and for their stores as this is an individual broadcast and the continuity will have to be built around each store. However, I will be very glad to submit an outline of this program to any station that wants it free of charge.

I realize that The Piggly Wiggly Stores are hard accounts to crack, but they know a good thing when they see it and every broadcaster should do everything possible to crack these hard accounts.

A. W. LIGON,
Commercial Manager,
KBTM, Paragould, Ark.

March 28, 1932.

Affiliations

To the Editor of BROADCASTING:

Page fourteen of the April first issue of BROADCASTING publishes an erroneous report to the effect that radio stations KTSA, San Antonio; KTAT, Fort Worth; WACO, Waco; and KFJF, Oklahoma City, are supposed to be owned by Alamo Broadcasting Company, Inc.

We shall appreciate your publishing a correction of the statement referred to.

Stations KTSA, KTAT, WACO, and KFJF are individually corporately owned as evidenced by their licenses. These stations are in turn controlled through stock ownership, by the Southwest Broadcasting Company of Fort Worth, Texas, and have no affiliation or connection with the Alamo Broadcasting Company, Inc.

Very truly yours,

SOUTHWEST BROADCASTING COMPANY,
J. E. Bryan,
General Manager.

April 6, 1932.

Editor's Note—The compilation carried in the April 1 issue of BROADCASTING was taken from official Federal Radio Commission records as submitted to a U. S. Senate Committee.

Completely Equipped to serve you

THE United States Gypsum Company offers you Sound Control Service on any studio problem. Our vast experience in acoustics and studio design has proved helpful to scores of stations.

Because we make sound absorbing materials of all kinds, because our methods of sound insulation may be applied to floors, walls, ceilings, doors and machinery of every type, we are completely equipped to serve you.

Some of the many stations where we have assisted in combining perfect acoustics with beautiful interiors follow:

WBRC, WNAC, WBEN, WDOD, KYW, WJKS, WBBM, WMAQ, WENR, NBC (Chicago and New York), WHK, WCFL, WHFC, WCHI, KMBC, WIBA, WCCO, WMCA, KQV, KWK, KMOX, KLX, WBZ, WWVA, WTAG, WCAO.

Without obligation, a USG Sound Control Engineer will gladly consult with you. For an appointment or further information please address the United States Gypsum Company, Dept. B-4, 300 W. Adams St., Chicago.

USG

UNITED STATES GYPSUM CO.

SOUND CONTROL SERVICE

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

EDGAR H. FELIX
202 Beechwood Road
Ridgewood, N. J.
Field Intensity Surveys
Allocation and Station Management Problems

Doolittle & Falknor, Inc.
Radio Engineering and Manufacturing, Commercial Coverage Surveys, Field Intensity Surveys, Directional Antenna Installation, Complete Engineering Surveys.
1306-8 W. 74th St., CHICAGO, ILL.

RESPONSE

During 1931 WMAQ received one letter for each four receiving sets in the city of Chicago!

Last year WMAQ received 131,067 letters from Chicago listeners—one letter for each four receiving sets in the city. A great portion of this mail was in response to programs on which no offers were made. This is decisive proof of the appreciation of this great metropolitan audience for the quality and originality of WMAQ's features, included among which are many of the most popular NBC programs. This evidence of leadership in Chicago, with its concentration of purchasing power, makes it apparent why WMAQ is the choice of advertisers seeking assured results. Suggestions for programs that are distinctively "yours" will be submitted upon request.

670 KCS.
CLEARED
CHANNEL

WMAQ

100%
Modulation
18 hrs. Daily

A National Broadcasting Company Network Station

DAILY NEWS PLAZA • CHICAGO, ILL. • PHONE ANDOVER 3322